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Agenda

JOINT MEETING OF THE EXECUTIVE COMMITTEE

for the
Metropolitan Transit System
San Diego Transit Corporation, and
San Diego Trolley, Inc.

May 5, 2011

Executive Conference Room 9:00 a.m.

ACTION RECOMMENDED

- A. ROLL CALL
- B. APPROVAL OF MINUTES April 7, 2011

Approve

- C. COMMITTEE DISCUSSION ITEMS
 - 1. MTS: Proposed Revisions to MTS Policy No. 43 Bus Stop and Minor Reroute Procedure (Denis Desmond)

Approve

Action would forward a recommendation to the Board of Directors to approve the proposed revisions to MTS Policy No. 43 - Bus Stop and Minor Reroute Procedures.

MTS: CLOSED SESSION - CONFERENCE WITH REAL PROPERTY
 NEGOTIATORS Pursuant to California Government Code Section 54956.8
 Property: 1313 National Avenue, San Diego, California (Assessor Parcel No. 535-612-01; Agency Negotiators: Karen Landers, General Counsel; Tim Allison, Manager of Real Estate Assets; Negotiating Parties: Greyhound Lines, Inc.; Under Negotiation: Price and Terms of Payment

Possible Action

3. <u>MTS: Station Renaming Request (Sharon Cooney)</u>
Action would receive a report and provide comments.

Possible Action

Please turn off cell phones during the meeting

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Metropolitan Transit System (MTS) is a California public agency comprised of San Diego Transit Corp., San Diego Trolley, Inc., San Diego and Arizona Eastern Railway Company (nonprofit public benefit corporations), and San Diego Vintage Trolley, Inc., a 501(c)(3) nonprofit corporation, in cooperation with Chula Vista Transit. MTS is the taxicab administrator for seven cities.

MTS member agencies include the cities of Chula Vista, Coronado, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway, San Diego, Santee, and the County of San Diego.

- D. REVIEW OF DRAFT MAY 12, 2011, JOINT BOARD AGENDA
- E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA
 Review of SANDAG Transportation Committee Agenda and discussion regarding any items pertaining to MTS, San Diego Transit Corporation, or San Diego Trolley, Inc. Relevant excerpts will be provided during the meeting.

Possible Action

- F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS
- G. PUBLIC COMMENTS
- H. NEXT MEETING DATE: May 19, 2011
- I. ADJOURNMENT

JOINT MEETING OF THE EXECUTIVE COMMITTEE FOR THE METROPOLITAN TRANSIT SYSTEM (MTS), SAN DIEGO TRANSIT CORPORATION (SDTC), AND SAN DIEGO TROLLEY, INC. (SDTI) 1255 Imperial Avenue, Suite 1000 San Diego, CA 92101

April 7, 2011

DRAFT MINUTES

A. ROLL CALL

Vice Chairman Roberts called the Executive Committee meeting to order at 9:04 a.m. A roll call sheet listing Executive Committee member attendance is attached.

B. APPROVAL OF MINUTES

Mr. Young moved for approval of the minutes of the March 17, 2011, MTS Executive Committee meeting. Mr. Minto seconded the motion, and the vote was 4 to 0 in favor.

C. COMMITTEE DISCUSSION ITEMS

1. MTS: Design-Build and the South Bay Bus Maintenance Facility

John Haggerty of the San Diego Association of Governments (SANDAG) provided the Committee with an update on the design-build scoping process for the South Bay Maintenance Facility. He explained that SANDAG has been working closely with MTS to develop a consultant task order. He talked about some projects in San Diego that were design-build as well as some proposed MTS design-build projects. He then introduced Tom Rossbach with HNTB who talked about the benefits of design-build.

Mr. Rossbach discussed project delivery-system methods and compared design-build benefits to design-bid-build. He explained that the design-build is more cost efficient and is more time efficient in regards to construction and delivery speed. He then explained the design-build contract elements as well as the design-development documents. He discussed the best-value procurement process and gave an overview of the design-build consultant support for the South Bay Maintenance Facility. Mr. Rossbach talked about the control aspects of the final design and construction management of the project and covered the owner's responsibilities. Mr. Haggerty then covered the next steps of the South Bay Facility Project design-build as it related to SANDAG and MTS.

Committee members commented that they support design-build and best value for the project. There was a brief discussion related to whether or not local businesses could be prioritized for the project criteria.

Action Taken

The Committee received a report, no action was taken.

2. MTS: Trolley Rehabilitation Project Update

Mr. Haggerty provided the Committee with an update on the Blue and Orange Line trolley rehabilitation. He discussed the schedule for station improvements and milestone segments for construction. He then talked about the budget status and budget projections for completion of the improvements. Mr. Haggerty also explained the expenditure plan based on expended funds, compared to the approved budget, and the additional costs for completion. He also explained who the project manager and construction managers are through each process of the rehabilitation. Mr. Haggerty then discussed the project status for the vehicles, design, and construction. He stated that the contact wire construction and fiber-optic construction progress falls within the banana curve, which is a good indicator that both projects will be finished on schedule and most likely ahead of schedule. He then showed the Committee a couple of photographs of contractors performing rehabilitation work at various locations.

Mr. Young wanted to know what upgrades were being done at the Encanto/62nd Street trolley station and asked for a briefing at the station.

Action Taken

The Committee received a report, no action was taken.

3. MTS: Compass Card Implementation

James Dreisbach-Towle of SANDAG gave the Committee a brief report on the Compass Card implementation. He explained that the Compass Card program was initiated as an automated fare collection project, which included MTS and the North County Transit District (NCTD), implemented by SANDAG to allow for a central-operating system. He explained that in May of 2009, "premium" paper monthly pass users were converted to Compass Cards that have radio frequency identification chips (RFID) and are read when a user "taps" on a validating machine located on the trolley platforms and on buses. He explained that code enforcement officers have been equipped with handheld readers allowing them to read cards to ensure that passengers have valid fares.

Mr. Dreisbach-Towle explained that the premium riders were a good pilot group to start with because 95% of premium customers purchased monthly passes. He stated that SANDAG has partnered with Vons to sell Compass Cards as well as seven other retail locations, and a call center, providing customer service, has been set up by calling 511 Monday through Saturday. He mentioned that a web program has also been established wherein customers can download their monthly pass fare to their Compass Card and even have the option to automatically reload their fare monthly. He also briefly explained an employer program that has been implemented and stated that currently 30 medium-to-large employers are enrolled in the program with very positive feedback received from employers.

Sharon Cooney, Chief of Staff, explained that MTS is currently working to convert social service agencies to the Compass Card, which has been challenging as these agencies have very fluid riders that can vary from month-to-month or even from week-to-week. She stated that MTS is also working to convert Senior/Disabled/Medicare riders to the Compass Card, which is also a challenge but should be highly successful and a benefit

to the customer. Ms. Cooney then explained that a pilot to convert day passes from paper to Compass Cards will begin on Monday at the San Ysidro Transit Center, because there has been a problem with fraudulent resale of day passes. She explained that the goal is to incentivize riders not to give their day passes away by charging them \$2 for the initial card. She explained that the Compass Cards will be free of charge for one week, and then the cards will be sold at the ticket vending machines at the San Ysidro location.

Mr. Jablonski commented that the Compass Cards have been successful in part because riders like to have an actual product in their hand. He explained that Compass Card does not have a stored value, and that only 70-75% of riders "tap" their card, which is an issue for fare enforcement and moving to stored value.

Mr. Young commented that the culture of riders has adapted well to the Compass Card and that people seem very comfortable "tapping" their card regardless of their age.

Action Taken

The Committee received a report, no action was taken.

The Executive Committee convened to Closed Session at 10:36 a.m.

4. MTS: CLOSED SESSION - CONFERENCE WITH REAL PROPERTY NEGOTIATORS Pursuant to California Government Code Section 54956.8:

Property: 1341 Commercial Street and 1501 National Avenue, San Diego, California;

Agency Negotiators: Paul Jablonski, Karen Landers, and Tim Allison;

<u>Negotiating Parties</u>: Merlone Geier Partners; <u>Under Negotiation</u>: Price and Terms of Payment

The Executive Committee reconvened to open Session at 11:05 a.m.

Oral Report of Final Actions Taken in Closed Session

Karen Landers, MTS General Counsel, reported the following:

- 4. The Committee received a report and gave direction to staff.
- D. REVIEW OF DRAFT APRIL 14, 2011, JOINT BOARD AGENDA

Recommended Consent Items

6. MTS: SD 100 & S70 Brake Rehabilitation - Contract Award

Action would authorize the Chief Executive Officer (CEO) to execute MTS Doc. No. L1021.0-11 with Knorr Brake Corporation (Knorr) for a two-year base period with 3 one-year options.

7. MTS: Batteries for Automobiles and Buses - Contract Amendment

Action would: (1) ratify Option Year One of MTS Doc. No. B0481.0-07 with Broding's Battery Warehouse to purchase batteries for buses and automobiles; and (2) authorize the CEO to execute MTS Doc. No. B0481.1-07 with Broding's Battery Warehouse for the continued procurement of automobile and bus batteries.

8. MTS: Investment Report - February 2011

Action would receive a report for information.

9. MTS: Capital Improvement Program (CIP) Funds Transfer

Action would authorize the transfer of \$325,000 from the FY 12 apportionment of the MTS Rail Profile Grinding Project (CIP 11206) and \$1,283 from the MTS Miscellaneous Capital Project (CIP 11200) to the SANDAG Station Platform Retrofit Project (1095400), the Mission Valley West LRT Extension Project (1041600), and the Santee LRT Extension Project (1040300).

Recommended Consent Items

There was no additional discussion of the recommended Consent Items.

E. REVIEW OF SANDAG TRANSPORTATION COMMITTEE AGENDA

There was no SANDAG Transportation Committee agenda discussion.

F. COMMITTEE MEMBER COMMUNICATIONS AND OTHER BUSINESS

There were no Committee Member communications.

G. PUBLIC COMMENTS

There were no public comments.

H. NEXT MEETING DATE

The next Executive Committee meeting is scheduled for April 21, 2011, at 9:00 a.m. in the Executive Committee Conference Room.

I. ADJOURNMENT

Vice Chairman Roberts adjourned the meeting at 11:07 a.m.

Chairman

EXECUTIVE COMMITTEEMETROPOLITAN TRANSIT SYSTEM

ROLL CALL

MEETING OF (DATE) April 7, 2011		_	CALL TO ORDER (TIME	9:04 AM	
RECESS			_	RECONVENE	
CLOSED SESSION	٧	10:36 AM	_	RECONVENE	11:05 AM
				ADJOURN	11:07 AM
BOARD MEMBER	₹	(Alternate)	PRESENT (TIME ARRIVED)	ABSENT (TIME LEFT)
YOUNG	Ø	(Lightner)			10:36 AM
MATHIS					
OVROM	Ø	(Janney)			
ROBERTS	Ø	(Cox)			
MINTO	<u> </u>	(Cunningham)		<i>\frac{1}{2}</i>	
Transportation Co	mmittee	e Rep Slot (Mathis)			
SIGNED BY OFFIC	E OF T	HE CLERK OF THE	BOARD:	Valone Viz	KoQoti;
		OF THE GENERAL (July Car	S



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Agenda

Item No. C1

JOINT MEETING OF THE EXECUTIVE COMMITTEE
for the
Metropolitan Transit System,
San Diego Transit Corporation and
San Diego Trolley, Inc.

May 5, 2011

SUBJECT:

MTS: PROPOSED REVISIONS TO MTS POLICY NO. 43 - BUS STOP AND MINOR REPOUTE PROCEDURE (DENIS DESMOND)

RECOMMENDATION:

That the Executive Committee forward a recommendation to the Board of Directors to approve the proposed revisions to MTS Policy No. 43 – Bus Stop and Minor Reroute Procedure (Attachment A).

Budget Impact

None.

DISCUSSION:

Background

MTS receives frequent requests for the installation and removal of bus stops and to alter the routing of bus routes. Such requests are typically received from the general public, community groups, property owners, developers, residents, and other agencies. The reasons for such requests vary but most are from consumers or groups desiring closer service, entities attempting to mitigate perceived impacts of a bus stop or route, or in response to a change in the environment due to new developments.

Often there are opposing ideas within the community, and MTS must determine how to balance requests with its need to provide consistent, reliable, and convenient transit service for its passengers. In the vast majority of instances, service requests are resolved at the service-planning staff level.

The purpose of Policy No. 43 is to establish a process so that evaluation of such requests is uniform. The policy was last updated in 2004 and, since that time, there



have been significant organizational changes that warrant an update. The overall theme of the evaluation process is proposed to have only minor adjustments.

Updates

When Policy No. 43 was last updated, all planning functions had moved to the San Diego Association of Governments (SANDAG) as part of the agency consolidation. Routine service-planning tasks were awkwardly split between SANDAG and MTS with MTS Bus Operations handling day-to-day decisions (bus stops, schedule changes, etc.) among its operational duties. In 2005, service planning was reestablished at MTS. These proposed changes would formally move responsibility for the minor service-planning decision process from the bus operations division back to MTS Planning and Scheduling.

References to former entities, such at County Transit System, National City Transit, and the Bus Service Technical Committee, would be removed. Chula Vista Transit remains a separate operator; however, as a part of the MTS system, its service planning is handled at MTS.

Procedural Changes

The current Policy No. 43 holds that appeals will be handled by the Bus Services Technical Committee. This committee was originally made up of Operations, Marketing, and MTDB Planning staffs; however, due to a lack of agenda items, its primary functions were replaced over time by other groups, and this committee has not been convened for over six years. Because of the small number of bus stop and rerouting decisions that are formally appealed, it is proposed that these be reviewed and resolved directly by the Chief Executive Officer on a case-by-case basis.

The MTS Board of Directors is currently involved in the final step of appeals for a bus stop or rerouting request if the issue was not resolved to an individual's satisfaction at previous levels. This proposed change would allow the MTS Executive Committee to handle that last formal appeal step and render a final decision.

Title VI

Title VI of the Civil Rights Act of 1964 provides that no person shall be excluded from participation in, or denied the benefits of services on the basis of race, color, or national origin. While a Title VI analysis is not required for the minor adjustments covered by Policy No. 43, the proposed ordinance includes an informational section to reference Policy No. 42 (for major service changes) and Policy No. 48 (for MTS' Title VI process). The proposed revised Policy No. 43 is attached.

Paul C. Jablopski Chief Executive Officer

Key Staff Contact: Denis Desmond, 619.515.0929, Denis.Desmond@sdmts.com

MAY5-11.C1.POLICY43 BUSSTOPS DDESMOND

Attachment: A. Proposed Revisions to MTS Policy No. 43



1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490 619/231-1466 FAX 619/234-3407

Policies and Procedures

No. 43

SUBJECT:

Board Approval: 5/12/114/29/04

BUS STOP AND MINOR REPOUTE PROCEDURE

PURPOSE:

To establish a procedure for evaluating and making decisions in regard to requests to add or remove bus stops and/or to make minor changes to existing bus routes.

BACKGROUND:

<u>Definitions</u>. Requests for bus stop changes <u>include requests for new MTS stops or</u> requests for removals of existing MTS stops. They also include requests for furniture or <u>amenity changes</u>, such as <u>benches and shelters</u>. would involve only those requests that are satisfied with the current policy of San Diego Transit Corporation (SDTC), which is review the request and respond with a letter from the SDTC Chief Operating Officer-Bus.

Requests for minor reroutings are defined as any changes that would involve less than 45-25 percent of the route's total mileage.

Objective. The intent of this procedure is to allow minor service change requests to be handled simply and consistently, to permit flexibility with several tiers of review, and to allow the MTS Board of Directors to refer minor requests to this procedure without having to use its time in deliberation on such issues.

<u>Contents</u>. This policy establishes a systematic procedure to evaluate and rule on requests for minor changes to <u>MTS</u> bus stops and routings. This procedure need only be followed for requests involving SDTC or MTS Contract Services routes. Bus stop and service requests for other operators in the Metropolitan Transit System (Chula Vista Transit, National City Transit, and San Diego County Transit System) would continue to be handled by their individual staffs and Boards.

PROCEDURES:

43.1 Procedure



The procedure would involve a maximum of three steps with the objective of resolving issues at the lowest level, whenever possible:

- 1. Staff Review. Requests for minor route and bus stop changes received by any department are forwarded to the appropriate Transportation Planner in the MTS Planning and Scheduling Department. The Planner works with MTS Bus Operations and/or MTS Contract Services and makes a recommendation to the MTS Director of Planning and Scheduling. A final decision is SDTC staff would continue to respond to requests for bus stop changes that affect SDTC routes. This policy involves a review by SDTC staff and a response letter from the SDTC Chief Operating Officer-Bus, or designee. Bus stop change requests requiring further analysis by MTS, or those affecting MTS Contract Services routes and minor bus rerouting requests, would be reviewed by the MTS staff person in charge of the service area. A decision would be reached and reviewed with MTS's Director of Operations. This decision would then be passed along to the party requesting the change.
- 2. Bus Service Technical CommitteeCEO Review. If, after the staff review, the party requesting the change wishes to pursue the issue further, the request would be passed along to the MTS Chief Executive Officer.

 Materials pertinent to the issue would be presented to the CEO, who would also review the earlier staff recommendation and decision. The CEO's final decision would be communicated to the party requesting the change and appealing the earlier staff decision. Bus Service Technical Committee. This Committee is composed of planning, marketing, and operations staff from MTS and SDTC to be appointed by the Chief Executive Officer. The requesting party would be permitted to appear before this Committee to state its case. This group would review the request and the findings of the previous staff analysis. The Committee would then make a finding and pass this along to the Chief Executive Officer for concurrence.
- 3. <u>Board Review.</u> As a final recourse and appeal mechanism, a request for a bus stop or minor reroute <u>would-may</u> be brought to the <u>MTS Board of Directors Executive Committee at a regularly scheduled public meeting. The Executive Committee would receive a report of the previous decisions and staff/CEO recommendations. The parties appealing are entitled to speak to the EC by filling out a public Request to Speak form for the agenda item. joint Board of Directors for MTS and SDTC. The decision of the <u>Executive Committee respective body involved-would be considered final.</u></u>

43.2 Title VI

MTS is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color, or national origin as protected by Title VI of the Civil Rights Act of 1964, as amended. This includes the planning of routes and bus stops.

Analysis. Changes covered by this Policy No. 43 are considered to be minor and would not undergo a Title VI analysis. Changes affecting more than 25% of a route's weekly in-service miles or hours are considered to be major and are covered by MTS Policy No. 42.

 Complaints. Persons alleging violations of Title VI by MTS would follow the procedures outlined in MTS Policy No. 48.

TFL:pad:paw/sc/jg POLICY.43.BUS STOP MINOR REROUTE PROCEDURES 4/29/04

Original Policy approved on 5/27/93. Policy revised on 4/29/04. Policy revised on 5/12/11.



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Agenda

Item No. <u>C3</u>

JOINT MEETING OF THE EXECUTIVE COMMITTEE
for the
Metropolitan Transit System,
San Diego Transit Corporation, and
San Diego Trolley, Inc.

May 5, 2011

SUBJECT:

MTS: STATION RENAMING REQUEST (SHARON COONEY)

RECOMMENDATION:

That the Executive Committee receive a report and provide comments.

Budget Impact

None.

DISCUSSION:

As part of its efforts to create a sustainable operating budget, the MTS Board of Directors directed staff to pursue a course of assigning naming rights to agency assets in exchange for monetary compensation. On March 11, 2010, the Board of Directors authorized the Chief Executive Officer to award a contract (MTS Doc. No. G1262.0-10) to The Superlative Group for consultant services for naming rights of MTS-owned facilities, including stations and trolley lines. The contract is for two years with two 1-year options and includes a commission-based compensation package.

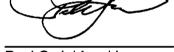
Phase I of the consultant's scope of work required an analysis of MTS's assets, general valuation of assets, and recommendations for next steps. A representative from The Superlative Group gave a presentation on the results of Phase I to the Executive Committee on October 7, 2010 (Attachment A). In accordance with Phase 2 of the scope of work, The Superlative Group has been actively marketing MTS's assets for naming rights agreements.



The City of National City has requested that MTS rename and resign its 24th Street Trolley Station to "Mile of Cars Way" Trolley Station to reflect the fact that the city renamed a portion of 24th Street that is near the transit center (Attachment B).

National City's 24th Street Transit Center is one of San Diego County's busiest transit facilities with 6,791 daily boardings and alightings on bus and rail. The center is bordered to the south by the National City Adult School, to the north by commercial properties, to the west by the train tracks, and to the east by Wilson Avenue. The city's 22nd Street intersects the center from the east. The current configuration of this center does not meet optimal service operations needs, and bus-to-rail connections are poor.

The Blue Line Improvement Project is planning a reconfiguration of the center to address these deficiencies while at the same time upgrading and retrofitting the trolley station to accommodate low-floor vehicles (Attachment C). Improvements will include new station furniture, paying and amenities, and redesigned bus bays and station parking. The efforts at 24th Street are mirrored by similar efforts at 8th Street Station. The preliminary cost of these two projects is \$12 million. The Mayor's letter (Attachment B) references the improvements planned at these two stations.



Paul C. Jablonski Chief Executive Officer

Key Staff Contact: Sharon Cooney, 619.557.4513, sharon.cooney@sdmts.com

MAY5-11.C3.STATION RENAMING.SCOONEY

Attachments: A. The Superlative Group Presentation 10/7/10

B. Letter from Mayor Ron Morrison, City of N.C., 3/24/11
 Board Only due to Volume
 C. Preliminary Designs for 24th Street Trolley

AI <u>C2</u>, 10/7/10

Metropolitan Transit System

NAMING RIGHTS & SPONSORSHIP FEASIBILITY STUDY

October 7, 2010



OVERVIEW

- Introduction to Naming Rights
 - Sport/Entertainment Arenas
 - Transit Applications
- Line Specific Valuation
 - Media Exposure
 - Value of Other Sponsorship Benefits
 - Market Value Benchmarking
- Station-Specific Valuations
 - Value of Sponsorship Benefits
 - Market Value Benchmarking
 - Pricing Options
- Next Steps

INTRODUCTION: SPORT/ENTERTAINMENT

- Naming rights deals originated within sport and entertainment arenas during the 1950s
- By 2001, approximately half the baseball and NFL stadiums plus 75% of basketball and hockey arenas had sold naming rights to corporate organizations
- Easier to sell naming rights to new rather than established venues
- Biggest deal = \$400 million over 20 years, jointly held by 2 New York arenas:
 - CitiField (opened in 2009)
 - Barclays Center (opening in 2011)

INTRODUCTION: TRANSIT APPLICATIONS

- Transit naming rights partners benefit from greater awareness, wider reach and better marketing compared to traditional forms of advertising
- KEY SALES MILESTONES
 - 2004: Las Vegas Monorail Station & Trains (\$49 Million over 12 years)
 - 2008: Tampa Streetcar System (\$1,000,000 over 10 years), Seattle Streetcars (\$2.5 Million over 5 years) & GCRTA's Bus Rapid Transit Line (11 Million over 20 years).
 - 2009: Single NY Subway Station (\$4 Million over 20 years).

SYSTEM-WIDE VALUATION

- Consists of 3 key elements:
 - Media Exposure Value
 - Value of PR coverage attained, calculated using media equivalents for comparable investments in the sponsor's advertising portfolio
 - Value of Other Sponsor Benefit Impressions
 - Value of sponsor exposure from all other benefits, calculated using industry standards for each type of impression
 - Market-Value Benchmarking
 - Comparison of the naming rights valuation with existing, historical and proposed deals within a similar field

SYSTEM-WIDE: MEDIA EXPOSURE VALUE

- Estimates based upon local rate card for TV, radio and print media using reported coverage for 2009, less an industry standard 10% discount to account for waste, cost of reaching a target audience, quality of exposure and reduced rate multiples
- During this period, MTS received \$855,692 of media coverage.
- Coverage was predominantly positive and/or accurate

SYSTEM-WIDE: MEDIA EXPOSURE VALUE | BENEFIT DETAIL | BENEFIT | | AMOUNT | | TV Broadcast | \$540,000 | | Radio Broadcast | \$144,000 | | Print Media | \$171,692 | | ANNUAL FACE VALUE OF | | MEDIA EXPOSURE | \$855,692

LINE SPECIFIC NAMING RIGHTS: VALUE OF OTHER BENEFITS

- Line Specific naming rights partner will also benefit from:
 - Sponsor Signage Exposure (e.g. Directional & Station maps or signs, ads on or within trains and buses, ticketing logos, schedules and handheld maps)
 - Additional Marketing Materials Exposure (e.g. Rail employee uniforms, Transit Destinations newsletter)
 - Trade/Cash Value (e.g. 500 unlimited 31-day passes) NB This is only an option
 - MTS website exposure

VALUE OF BENEFITS

- The value is equal to the amount of money a sponsor would have to spend in the market on a variety of different media – television, radio, print, web, etc. – to receive an equivalent number of impressions.
- We believe that the naming rights sponsor(s) will receive far more impressions than those listed here: launch news conference, traffic reports, special event service announcements and more.
- So these numbers are just a basis point and should not be construed as the amount we will be seeking from the naming rights.

GREEN LINE: VALUE OF BENEFITS

	DENEZIE	LE L'ADDECCIÓNE
BENEFIT DETAIL	BENEFIT AMOUNT	IMPRESSIONS
Sponsor Signage	\$1,642,154	193,015,058
Additional Marketing Materials	\$16,628	1,536,136
Trade/Cash Value	\$36,000	-
Website Exposure	\$8,255	1,651,000
ANNUAL FACE VALUE OF SPONSORSHIP BENEFITS	\$1,703,037	196,202,184

BLUE LINE: VALUE OF BENEFITS

BENEFIT DETAIL 5	BENEFIT AMOUNT	IMPRESSIONS
Sponsor Signage	\$2,527,247	306,158,344
Additional Marketing Materials	\$38,006	3,673,753
Trade/Cash Value	\$36,000	-
Website Exposure	\$8,255	1,651,000
ANNUAL FACE VALUE OF SPONSORSHIP BENEFITS	\$2,609,507	311,483,097

ORANGE LINE: VALUE OF BENEFITS

BENEFIT DETAIL	BENEFIT AMOUNT	IMPRESSIONS
Sponsor Signage	\$1,592,698	209,431,830
Additional Marketing Materials	\$17,604	1,633,610
Trade/Cash Value	\$36,000	
Website Exposure	\$8,255	1,651,000
ANNUAL FACE VALUE OF SPONSORSHIP BENEFITS	\$1,654,557	212,716,440

GREEN, BLUE AND ORANGE LINES: MARKET BENCHMARKING

• This suggests that targets of \$1,703,037 for the Green Line, \$2,609,507 for the Blue Line and \$1,654,557 for the Orange Line per annum are realistic:

TRANSIT	CONTRACT UNGTH	- ANNUAL VALUE	ANNUAL RIDERSHIP
Washington Bridge Toll Plazas	n/a	\$1.6 Million	106 Million
GCRTA Bus Rapid Transit Line	20 years	\$550K	10 Million
Tampa Historical Streetcars	10 years	\$100K	500,000
Hampton Roads Transit	20 years	\$1.2 Million	2.7 Million
London Heathrow Terminal 5	20 years	\$15 Million	35 Million
MTS Green, Blue and Orange Lines	25 YEARS	\$6 Million	32 Million
	!		

STATION-SPECIFIC VALUATIONS

- Consists of 2 key elements:
 - Valuation of Sponsorship Benefit Impressions
 - Market-Value Benchmarking
- Value of Media Exposure for individual stations is likely to be negligible
- Value of each station varies due to key demographic differences such as total ridership, traffic counts at key intersections, the number of people living within a half-mile radius, their disposable income and general economic activity around a station

STATION-SPECIFIC VALUATIONS

There are three categories of Station Specific Valuations. They are as follows;

• Group One – Four Stations Valued Between

\$70,000 - \$ 100,000

- Group Two Twenty-Five Stations Valued Between \$40,000 \$ 70,000
- Group Three Thirty-Two Stations Valued Between \$24,500 \$ 40,000

STATION-SPECIFIC: MARKET BENCHMARKING

This suggests that an average value per station of \$42K is realistic:

TRANSITY OF THE PROPERTY OF TH	CONTRACT LENGTH	AVERAGE ANNUAL VALUE	AVERAGE ANNUAL RIDERSHIP
1 x Monorail Station, Las Vegas	12 years	\$4.1 Million	1.2 Million
8 x Tampa Streetcar Stations	10 years	\$10K	50,000
8 x Seattle Streetcar Stations	1-5 years	\$12.5K	45,000
1 x NY Subway Station	20 years	\$200K	10 Million
1 x Minneapolis Metro Station	20 years	\$1.3 Million	4.1 Million
11 x Hampton Roads Transit Stations (proposed)	20 years	\$29K	269,000
61 x MTS	25 years	\$42K	32 Million

STATION-SPECIFIC PRICING OPTIONS

OPTION A

 Accept that some stations are more attractive than others and hence command a higher price, then market each station for their respective valuations

OPTION B

Agree a flat standard rate for each station (i.e. Line average), then
offer them to corporate partners on a first come, first served basis

STATION-SPECIFIC PRICING OPTIONS

- OPTION A
 - ✓ Most popular stations should sell for \$75k-100k+ per year
 - ✗ Lower ranked stations will be more difficult to sell, undermining total revenue available
- OPTION B
 - ✓ Simplest pricing structure based upon average value of all stations
 - ✗ Requires sale of certain stations for more than their market valuation, again potentially undermining total revenue available.

STATION-SPECIFIC VALUATION

- Sponsorship/naming rights agreements for all stations could net up to an additional \$2,572,447 per year
- Choice of pricing strategy will influence the maximum amount of revenue available from station-specific naming rights deals
- · However, there's a strong possibility that not all stations will be sold
- MTS should recommend their preferred pricing strategy

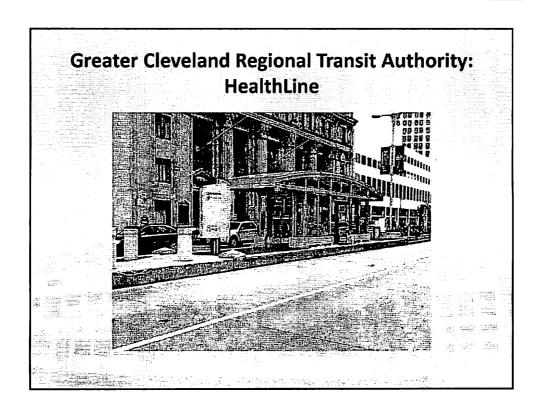
Applying a 3% annual fee escalator, the maximum value to MTS delivered from a 25 year station-specific naming rights deal if all stations are sold is:

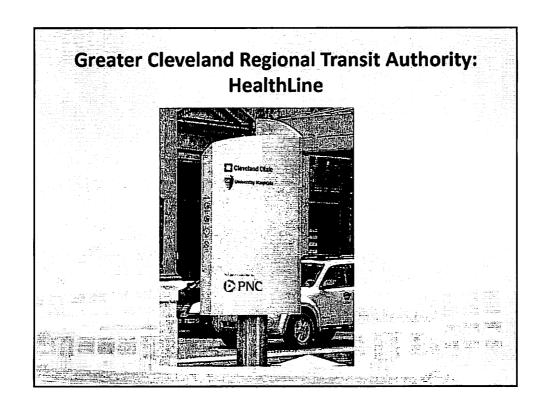
\$94,085,130

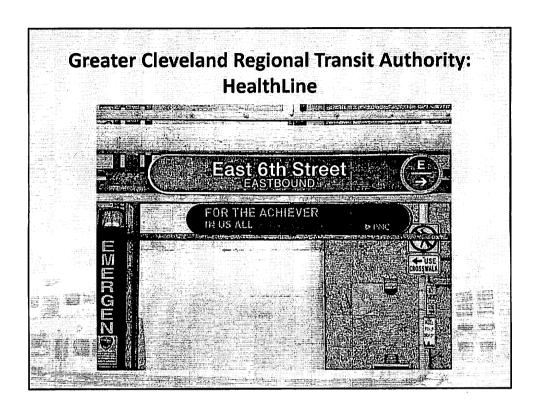
Superlative thinks it is realistic to believe that the market will provide sales of approximately \$30,000,000 in station-specific sales over the 25 year period.

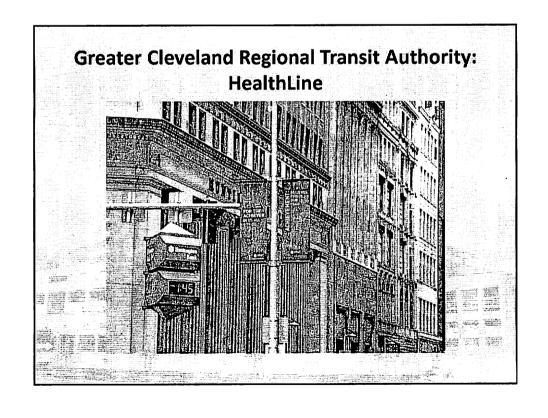
CONCLUSIONS & RECOMMENDATIONS

- Clear opportunity for MTS to acquire significant naming rights revenue for all three lines, Green, Blue and Orange.
- Clear opportunity for MTS to acquire significant naming rights revenue to individual stations.
- Next steps include agreement on a strategic plan and a timeline for the implementation of all opportunities based on an overall discussion as to which opportunities to target first.









- CALIFORNIA -



March 24, 2011

The Honorable Harry Mathis, Chairman Metropolitan Transit Systems (MTS) 1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490

RE: Request for Trolley Station Name Change

Dear Chairman Mathis,

On behalf of the residents of National City, I wish to thank you and the other members of the MTS Board of Directors for the scheduled renovation of National City's 24th Street and 8th Street trolley stations. This project will make the stations safer and more efficient and will greatly improve their appearance.

As you may know, the section of 24th Street that includes the trolley station has long since been renamed Mile of Cars Way. Therefore, I am requesting that as part of the renovation the name of this trolley station likewise be changed from "24th Street" to "Mile of Cars Way" and that the appropriate signs at the station be redone accordingly. I believe this name change would comply with your practice of naming our trolley stations after the streets on which the stations are located.

Thank you for your consideration in this matter and thank you and the MTS Board for authorizing the planned renovation, which will improve National City's public transit system.

Sincerely.

Ron Morrison

Mayor

City of National City

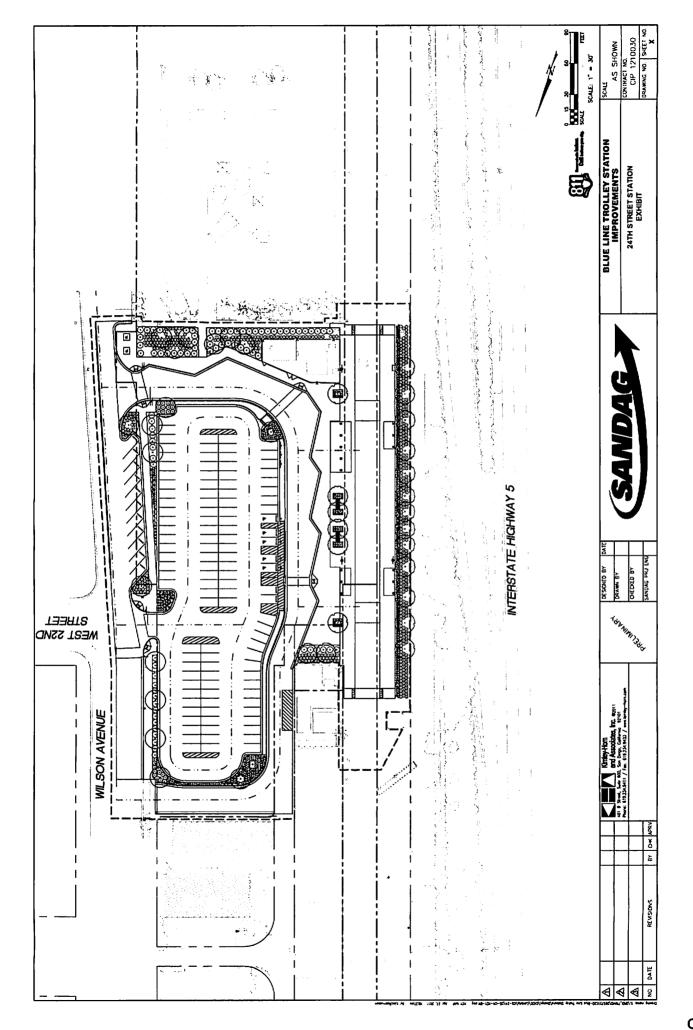
cc: City Council

Jess VanDeventer, MTS Board Chris Zapata, City Manager

Paul Jablonski, Chief Executive Officer, MTS

Weldon Donaldson, Executive Director, Mile of Cars

Mayor Ron Morrison 1243 National City Boulevard, National City, CA 91950-4301 619/336-4233 Fax 619/336-4239 www.nationalcityca.gov





1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490 619.231.1466 FAX 619.234.3407



Agenda

JOINT MEETING OF THE BOARD OF DIRECTORS

for the

Metropolitan Transit System,
San Diego Transit Corporation, and
San Diego Trolley, Inc.

May 12, 2011

9:00 a.m.

James R. Mills Building Board Meeting Room, 10th Floor 1255 Imperial Avenue, San Diego

This information will be made available in alternative formats upon request. To request an agenda in an alternative format, please call the Clerk of the Board at least five working days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are available from the Clerk of the Board/Assistant Clerk of the Board prior to the meeting and are to be returned at the end of the meeting.

ACTION RECOMMENDED

- Roll Call
- 2. Approval of Minutes April 28, 2011

Approve

3. <u>Public Comments</u> - Limited to five speakers with three minutes per speaker. Others will be heard after Board Discussion items. If you have a report to present, please give your copies to the Clerk of the Board.

Please turn off cell phones during the meeting



1255 Imperial Avenue, Suite 1000, San Diego, CA 92101-7490 • (619) 231-1466 • www.sdmts.com

CONSENT ITEMS

6. MTS: San Diego and Arizona Eastern (SD&AE) Railway Company Quarterly Reports and Ratification of Actions Taken by the SD&AE Board of Directors at its meeting on April 19, 2011

Receive/ Ratify

Action would: (1) receive the San Diego and Imperial Valley Railroad (SD&IV), Pacific Southwest Railway Museum Association (Museum), and Carrizo Gorge Railway, Inc. (Carrizo) quarterly reports; and (2) ratify actions taken by the San Diego and Arizona Eastern (SD&AE) Railway Company Board of Directors at its meeting on April 19, 2011.

7. <u>MTS: Unallocated Transportation Development Act Funds for Transit-Related Projects</u>

Approve

Action would approve the use of \$140,335.67 in unallocated Transportation Development Act (TDA) funds currently held by the County of San Diego for transit-related expenses for the City of El Cajon.

CLOSED SESSION

24. MTS: CLOSED SESSION - CONFERENCE WITH REAL PROPERTY

NEGOTIATORS Pursuant to California Government Code Section 54956.8

Property: 1313 National Avenue, San Diego, California (Assessor Parcel No. 535-612-01; Agency Negotiators: Karen Landers, General Counsel; Tim Allison, Manager of Real Estate Assets; Negotiating Parties: Greyhound Lines, Inc.; Under Negotiation: Price and Terms of Payment

Possible Action

Oral Report of Final Actions Taken in Closed Session

NOTICED PUBLIC HEARINGS

25. None.

30.

DISCUSSION ITEMS

Procedure (Denis Desmond)

Action would approve the proposed revisions to MTS Policy No. 43 - Bus Stop and

Approve

Action would approve the proposed revisions to MTS Policy No. 43 - Bus Stop and Minor Reroute Procedure.

MTS: Proposed Revisions to MTS Policy No. 43 - Bus Stop and Minor Reroute

REPORT ITEMS

45. <u>MTS: Quarterly Performance-Monitoring Report (Devin Braun)</u>
Action would receive a report for information.

Receive

60. Chairman's Report

Information

61. Audit Oversight Committee Chairman's Report

Information

62. Chief Executive Officer's Report

Information

63. Board Member Communications

- 64. Additional Public Comments Not on the Agenda

 If the limit of 5 speakers is exceeded under No. 3 (Public Comments) on this agenda, additional speakers will be taken at this time. If you have a report to present, please furnish a copy to the Clerk of the Board. Subjects of previous hearings or agenda items may not again be addressed under Public Comments.
- 65. Next Meeting Date: May 26, 2011 9:00 a.m. Finance Workshop
- 66. Adjournment



1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490 (619) 231-1466 • FAX (619) 234-3407

Agenda

Item No. 6

SDAE 710 (PC 50771)

JOINT MEETING OF THE BOARD OF DIRECTORS for the

Metropolitan Transit System,
San Diego Transit Corporation, and
San Diego Trolley, Inc.

Draft for
Executive Committee
Review Date: 5/5/11

May 12, 2011

SUBJECT:

MTS: SAN DIEGO AND ARIZONA EASTERN (SD&AE) RAILWAY COMPANY QUARTERLY REPORTS AND RATIFICATION OF ACTIONS TAKEN BY THE SD&AE BOARD OF DIRECTORS AT ITS MEETING ON APRIL 19, 2011

RECOMMENDATION:

That the Board of Directors:

- 1. receive the San Diego and Imperial Valley Railroad (SD&IV), Pacific Southwest Railway Museum Association (Museum), and Carrizo Gorge Railway, Inc. (Carrizo) quarterly reports (Attachment A); and
- 2. ratify actions taken by the San Diego and Arizona Eastern (SD&AE) Railway Company Board of Directors at its meeting on April 19, 2011 (Attachment A).

Budget Impact

None.

DISCUSSION:

Quarterly Reports

Pursuant to the Agreement for Operation of Freight Rail Services, SD&IV, Museum, and Carrizo have provided the attached quarterly reports of their operations during the first quarter of calendar year 2011 (Attachment A).

SD&AE Property Matters

Under its adopted policy for dealing with the SD&AE Railway, the MTS Board of Directors must review all property matters acted on by the SD&AE Board. At its meeting of April 19, 2011, the SD&AE Board approved the following licenses and permits:

• <u>S200-10-459:</u> Right of Entry Permit to Gryphon Detective Agency to film at the San Ysidro Trolley Station.



- <u>S200-10-470:</u> License to Imperial Valley Solar, LLC for an at-grade crossing west of Plaster City in Imperial County.
- <u>S200-11-474:</u> Right of Entry Permit to Bert W. Salas, Inc. for a construction crossing of the Imperial Beach bike path at 8th Street in Imperial Beach.
- <u>S200-11-475:</u> Right of Entry Permit to Erickson Air Crane to cross the Desert Line for the Sunrise Power Link construction in Jacumba.
- <u>S200-11-476</u>: Right of Entry Permit to Pullman Engineering to construct a sewer pipeline at 54th Street in the City of San Diego.
- <u>S200-11-477:</u> Right of Entry Permit to Golden State Boring and Pipe Jacking to construct a sewer pipeline at 54th Street, in the City of San Diego.
- <u>S200-11-478:</u> Right of Entry Permit to AirX Utility Surveyors for utility investigations at Lemon Grove Avenue in the City of Lemon Grove.
- <u>S200-11-479:</u> Right of Entry Permit to Haley and Aldrich, Inc. to access the rightof-way near Gunpowder Point at the Sweetwater Marsh in the City of Chula Vista.
- <u>S200-11-480:</u> Right of Entry Permit to Nautilus Environmental to access the right-of-way near Gunpowder Point at the Sweetwater Marsh in the City of Chula Vista.
- <u>S200-11-481:</u> Right of Entry Permit to SDG&E to construct the Sunrise Power Link in San Diego and Imperial Counties.
- <u>S200-11-482:</u> Right of Entry Permit to Par Electric Contractors, Inc. to construct the Sunrise Power link in San Diego and Imperial Counties.
- <u>S200-11-483:</u> Right of Entry Permit to the U.S. Department of the Navy for the Bay Bridge Run/Walk.
- <u>S200-11-484:</u> Right of Entry Permit to Ortiz Corporation to abandon a sewer pipeline near Euclid Avenue in the City of San Diego.
- <u>S200-11-486:</u> Right of Entry Permit to Aguirre Engineering, Inc. to perform surveys near Lemon Grove Avenue in the City of Lemon Grove.
- <u>S200-11-488:</u> Right of Entry Permit to Aguirre Engineering, Inc. to perform surveys for the South Line Freight Improvement Project.

Paul C. Jablonski Chief Executive Officer

Key Staff Contact: Karen Landers, 619.557.4512, Karen.Landers@sdmts.com

MAY12-11.6.SDAE RPTS.KLANDERS

Attachment: A. SD&AE Meeting Agenda & Materials (Board Only Due to Volume)



San Diego & Arizona Eastern Railway Company

A Nevada Nonprofit Corporation

1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490 619.231.1466

BOARD OF DIRECTORS Don Seil, Chairman Bob Jones Paul Jablonski

OFFICERS
Paul Jablonski, President
Bob Jones, Secretary
Linda Musengo, Treasurer

GENERAL COUNSEL Karen Landers

AGENDA

San Diego and Arizona Eastern (SD&AE)
Rallway Company
Board of Directors Meeting

(PC 50771)

Approve

Receive

Receive

Receive

Approve

April 19, 2011

9:00 a.m.

Executive Committee Room James R. Mills Building 1255 Imperial Avenue, 10th Floor

This information will be made available in alternative formats upon request. To request an agenda in an alternative format, please call the Clerk of the Board at least five working days prior to the meeting to ensure availability. Assistive Listening Devices (ALDs) are available from the Clerk of the Board prior to the meeting and are to be returned at the end of the meeting.

- 1. Approval of the Minutes of January 18, 2011
 Action would approve the SD&AE Railway Company minutes of January 18, 2011.
- 2. <u>Statement of Railway Finances (Tom Lynch)</u>
 Action would receive a report for the quarter ended March 31, 2011.
- 3. Report on San Diego and Imperial Valley (SD&IV) Railroad Receive Operations (Jose Ramos)
 Action would receive a report for information.
- 4. Receive Action would receive a report for information.
- 5. Report on the Desert Line (Armando Freire)
 Action would receive a report for information and a follow-up on the business plan for Desert Line operations.
- 6. Real Property Matters (Tim Allison)
 - a. Summary of SD&AE Documents Issued Since
 January 18. 2011
 Action would receive a report for information.
 - b. License Agreement with Pattern Energy Group for AtGrade and Utility Crossings
 Action would approve issuing a license to Pattern
 Energy Group for proposed at-grade crossings, a utility.
 crossing, and longitudinal utility occupation over
 SD&AE tracks located west of Ocotillo, from
 approximately mile post (MP) 113.5 to MP 119.3, in
 Imperial County.

c. San Diego Unified Port District Fiber-Optic Connectivity
Project Agreement Amendment
Action would authorize the execution of an amendment to the Amended and Restated Use Agreement granting a license to the San Diego Unified Port District (Port) for fiber-optic installations.

Approve

d. <u>SDG&E Road-Crossing Easement</u>
Action would approve an easement to SDG&E for facilities access over an existing at-grade road crossing.

Approve

e. CLOSED SESSION – CONFERENCE WITH REAL PROPERTY NEGOTIATORS Pursuant to California Government Code Section 54956.8

Property: Assessor Parcel Nos. 667-020-52, 54, 60, & 70, San Diego, California

Agency Negotiators: Karen Landers, MTS General Counsel; Tim Allison, MTS Manager of Real Estate Assets

Negotiating Parties: 11.5. Canada Sandras

Possible Action

Negotiating Parties: U.S. General Services

Administration

Under Negotiation: Price and Terms of Payment

- 7. Old Business
- 8. New Business
- 9. Public Comments
- 10. Next Meeting Date: July 19, 2011, at 9:00 a.m.
- 11. Adjournment

A-SDAE-APRIL19-11



MINUTES

BOARD OF DIRECTORS MEETING OF THE SAN DIEGO & ARIZONA EASTERN RAILWAY COMPANY

January 18, 2011

A meeting of the Board of Directors of the San Diego & Arizona Eastern (SD&AE) Railway Company, a Nevada corporation, was held at 1255 Imperial Avenue, Suite 1000, San Diego, California 92101, on January 18, 2011, at 9:02 a.m.

The following persons, constituting the Board of Directors, were present: Don Seil and Paul Jablonski. (Bob Jones was out ill.) Also in attendance were:

MTS staff:

SD&IV staff:

Karen Landers, Tim Allison, Wayne Terry,

Linda Musengo

Matt Domen Diana Hyatt

Armando Freire John Hogemeier

Burlington Northern Santa Fe (BNSF):

Richard Borstadt

International Border Rail Institute:

Pacific Southwest Railway Museum:

Carrizo Gorge Railway, Inc. (Carrizo):

1. Approval of Minutes

Mr. Jablonski moved to approve the Minutes of the October 19, 2010, SD&AE Railway Board of Directors meeting. Mr. Seil seconded the motion, and it was unanimously approved.

2. Statement of Railway Finances

Linda Musengo reviewed the financial statement for the 4th quarter of 2010 (attached to the agenda item). Ms. Musengo noted that the lease income is down from last year because a lot of leases were converted to annual payments, which were collected in the second quarter last year and not amortized and correctly accounted for until the third quarter. Ms. Musengo added that she expects that the third quarter numbers will be more comparable. Tim Allison confirmed for Mr. Jablonski that lease income is actually increasing overall.

Mr. Allison also clarified for Mr. Jablonski that several billboard leases were modified, and there were decreases in construction and municipal-type projects through utility companies or the cities, which reduced the number of right of entry permits.

Action Taken

Mr. Seil moved to receive the report for information. Mr. Jablonski seconded the motion, and it was unanimously approved.

3. Report on SD&IV Operations

Matt Domen reviewed the report of activities for the 4th quarter of 2010 (attached to the agenda item). In response to Mr. Jablonski, Mr. Domen stated that he is optimistic about business in 2011. He reported that there have been meetings recently to look at future business into



Mexico. Armando Freire also responded to Mr. Jablonski's question regarding potential northbound business for Carrizo stating that discussions are underway regarding moving gas from Ensenada in addition to other possible new business.

Mr. Domen reported that the new GenSet locomotives purchased with the 2009 grant funding are working great. He stated that there has been a 30% improvement in fuel savings, the locomotives are quiet, clean, and dependable, and the crews love them. He added that there have been no failures on the main line.

Mr. Jablonski asked about delays caused by the Blue Line Project overhead wire work on the weekends. Mr. Domen responded that there have been several delays and some have extended past the originally scheduled times. He explained that trains are running about 5 to 9 miles a night against current traffic resulting in anywhere from 7 to 14 road crossings where trains have to stop and drop the gates; this affects the staging areas, and over time, large costs are incurred. Mr. Domen added that last Sunday night, the northbound Blue Line trip was not operated due to expanded contractor activity. Palomar Siding (a big customer) was unable to get onto the line at all (and may not be able to get on until Thursday). He added that business is halted sometimes for 2 to 3 days at a time. Per Mr. Jablonski's suggestion, SD&IV and SDTI staffs will meet to discuss resolving the issues—Wayne Terry will follow up.

Action Taken

Mr. Jablonski moved to receive the report for information. Mr. Seil seconded the motion, and it was unanimously approved.

4. Report on Pacific Southwest Railway Museum Operations

Diana Hyatt reviewed the 4th quarter of 2010 report (attached to the agenda item). Ms. Hyatt stated that "The Christmas Train" delivered gifts to children in Tecate, which was coordinated by Margaret Coval; however, the Museum was not able to provide a train this year. Ms. Hyatt also announced that Roger Chalberg passed away.

Mr. Allison reminded the operators that if contractors are hired to work on SD&AE property, they must have a right of entry permit to cover indemnity and insurance.

Action Taken

Mr. Jablonski moved to receive the report for information. Mr. Seil seconded the motion, and it was unanimously approved.

5. Report on the Desert Line

Armando Freire reported that there have been no operations on the Desert Line. He stated that the sand belt in Campo Depot was removed by its owner, Superior Ready Mix, and the tracks were restored.

Mr. Freire reported that Carrizo's recent issues have been resolved, and business is back on track. He has been working with Ms. Hyatt on maintenance, dispatch, and weed abatement, and they will continue to work together on upcoming projects.



Mr. Freire stated that Carrizo can now concentrate on increasing business. He discussed potential business and is hopeful that it will improve significantly during 2011.

Mr. Freire informed the Board that Carrizo has been running all-day Saturday trains between Tijuana and Tecate to show that the trains are operational and to encourage business.

In regard to progress on Tunnel 3 on the Desert Line, Mr. Freire stated that Mexico has stated that it will put \$70 million into redoing the whole line, which would include Tunnel 3, and Carrizo is waiting on further action regarding that project. Mr. Jablonski requested an update at the next meeting regarding a business plan for restoring operations on the Desert Line. Mr. Freire responded that he has a business proposal, but the fact is that money is the issue. (An update will be given at the next meeting.) Mr. Freire added that he has been working to build business south of the border.

Action Taken

Mr. Jablonski moved to receive the report for information. Mr. Seil seconded the motion, and it was unanimously approved.

6. Real Property Matters

a. <u>Summary of SD&AE Documents Issued Since October 19, 2010</u>

Mr. Allison reported that the documents issued since October 19, 2010 (described below), have been processed by staff.

- <u>S200-10-432</u>: Easement to the City of San Diego for a sewer pipeline at 54th Street in the City of San Diego.
- <u>S200-10-461:</u> Right of Entry Permit to American Asphalt South, Inc. for a construction lay-down yard at the Baltimore Wye in the City of La Mesa.
- <u>S200-11-462:</u> Right of Entry Permit to Diamond Environmental Services to construct a temporary fence at the Baltimore Wye in the City of La Mesa.
- <u>\$200-11-464:</u> Right of Entry Permit to Nasland Engineering for field surveying north of Coronado Avenue in the City of San Diego.
- <u>S200-11-465</u>: Easement to San Diego Gas and Electric for overhead electrical lines west of Plaster City in Imperial County.
- <u>S200-11-466:</u> Easement to San Diego Gas and Electric for overhead electrical lines west of Ocotillo in Imperial County.
- <u>S200-11-467:</u> Easement to San Diego Gas and Electric for overhead electrical lines east of Jacumba in San Diego County.
- <u>S200-11-468:</u> Right of Entry Permit to Ninyo and Moore, Inc. for geotechnical studies along the Orange line in the cities of San Diego, Lemon Grove, and La Mesa.



 <u>S200-11-471:</u> Right of Entry Permit to Hugo Alonso Inc. for building construction in San Ysidro.

Action Taken

Mr. Jablonski moved to receive the report for information. Mr. Seil seconded the motion, and it was unanimously approved.

b. <u>Easement with SDG&E for At-Grade and Underground Utility Crossings</u>

Mr. Allison explained that SDG&E is building a substation in Chula Vista. The SD&AE Board previously approved a number of licenses for this project to move forward. SDG&E is now requesting nonrevocable easements based on California Public Utilities Commission requirements.

In response to Mr. Jablonski's question as to why one access point is not enough, Mr. Allison stated that SDG&E needs an emergency access. He clarified that the crossing would be built out by SDG&E to SD&AE and American Railway Engineering Maintenance-of-Way Association standards.

Action Taken

Mr. Jablonski moved to approve issuing easements to San Diego Gas and Electric (SDG&E) for at-grade and underground utility crossings over SDG&E tracks located south of L Street in Chula Vista on the Coronado Branch Line. Mr. Seil seconded the motion, and it was unanimously approved.

c. <u>Easements for At-Grade Crossings West of Jacumba</u>

Mr. Allison explained that the U.S. Department of Homeland Security (DHS) is requesting permanent easements in Jacumba and Campo to access its border fence. Mr. Allison clarified that the cost for the easements would be market value (approximately \$2k).

In response to questions from the Board, Mr. Allison clarified that:

- any future activity requiring new gates, etc. would be the responsibility of DHS in addition to maintenance of the crossings:
- the easement would be exclusive to DHS;
- in addition to DHS, land owners also access the crossings; and
- access to others could be given in the future.

Board members added the following stipulations:

- 1. maximize revenue opportunities:
- 2. ensure maintenance responsibility and set clear costs; and
- require timely reimbursement for any work completed.



Action Taken

Mr. Jablonski moved to approve issuing easements to the United States Department of Homeland Security (DHS) for at-grade crossings over SD&AE tracks located west of Jacumba in San Diego County. Mr. Seil seconded the motion, and it was unanimously approved.

7.	Old Busi	ness
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There was no old business.

8. New Business

There was no new business.

9. Public Comments

There were no public comments.

10. Next Meeting Date

The next meeting of the SD&AE Railway Company Board of Directors is on Tuesday, April 19, 2011, at 9:00 a.m.

11. Adjournment

The meeting was adjourned at 9:38 a.m.

President Legal Coun	sel
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JGardetto/ SDAE Minutes 1-18-11.doc

Item No. 2

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

STATEMENT OF RAILWAY FINANCES

RECOMMENDATION:

That the SD&AE Railway Company Board of Directors receive a report for the quarter ended March 31, 2011.

Budget Impact

None.

DISCUSSION:

Attached are results for the third quarter (Q3) of FY 2011 and 2010. The current quarter results show a large increase in revenue as \$38,187 of SD&IV freight fee was recorded this quarter. This once-a-year fee typically comes in either the third or fourth quarter (it was in the fourth quarter in FY 2010). This brings revenue to \$78,897 for the quarter and \$147,515 for the year to date. Overall expenses are \$26,586 for the quarter and \$86,400 for the year to date. These expenses are tracking similar to the previous quarters of this fiscal year as well as FY 2010. This brings the net income to \$52,311 for the quarter and \$61,114 for the year to date.

The reserve balance bringing forward the ending FY 2010 balance and adding year to date net income is attached.

Attachment: SD&AE Financial Report Q3 2011

SD&AE Railway Company Board Meeting Al 2, 4/19/11

San Diego Metropolitan Transit System SD&AE Operating Statement FY2011 and FY2010

As of March 31, 2011

	FY 2011		FY 2010		
_	Q3	YTD	Q3	YTD	
Revenue					
Right of entry permits	\$ 21,370	\$ 39,070	\$ 8,500	\$47,519	
Lease income	19,340	70,257	819	70,031	
SD&IV 1% freight fee	<u>38,187</u>	38,187			
Total revenue	78,897	147,515	9,319	117,550	
Expense					
Personnel costs	18,746	61,256	19,540	68,608	
Outside services	•	260	5,147	23,167	
Energy costs	-	-	-	23, 107	
Risk management	7,771	24,318	8,403	25,376	
Misc operating expenses	70	567	25	1,586	
Depreciation	·	-			
Total expense	26,586	86,400	33,115	118,737	
Net Income/(loss)	\$ 52,311	\$ 61,114	\$(23,796)	\$ (1,187)	
Reserve balance 2010 - final	\$ 890,173	•			
Allocated interest earnings - estimated	2,400				
Operating profit (loss) final	61,114				
Improvement expense 2011	•				
Reserve balance 2011- estimated	\$ 953,687				



SD&AE Board C/O MTS 1255 Imperial Avenue, Suite 1000 San Diego, California 92101

April 7, 2011

Periodic Report

In accordance with Section 20 of the Agreement for Operational Freight Service and Control through Management of the San Diego and Arizona Eastern Railway Company; activities of interest for the 1st Quarter of 2011 are listed as follows:

1. Labor

At the end of March 31, 2011 the San Diego & Imperial Railroad had 11 employees:

1 General Manager

1 Asst. General Manager

1 Asst. Trainmaster

1 Manager - Marketing & Sales

1 Office Manager

1 Mechanical Officer

1 Roadmaster

1 Maintenance of Way Employee

2 Train Service Employees

1 Utility Employee

2. Marketing

Volume in the 1st quarter of 2011 was slightly lower than the same time frame in 2010. Bridge traffic to Mexico was down to previous year by approximately the same percent. LPG's into Mexico were down by nearly 10% to last year, while plastics were up by nearly 20%.

3. Reportable Injuries/Environmental

Days through year to date, March 31, 2011, there were no FRA Reportable injuries or environmental incidents on the SDIV Railroad.

Days FRA Reportable Injury Free: 4202

4. Summary of Freight

	2011	2010	2009
Total rail carloads that moved by SDIY Rail Service in the quarter.	1418	1501	1530
Total railroad carloads Terminating/Originating Mexico in the quarter.	1167	1208	1210
Total railroad carloads Terminating/Originating El Cajon, San Diego, National City, San Ysidro, California in the quarter.	251	293	320
Total customers directly served by SDIY in the quarter	11	11	12
Regional Truck trips that SDIY Railroad Service replaced in the quarter	4821	5103	5202

Respectfully,

Don Seil General Manager

Item No. 4

San Diego and Arizona Eastern (SD&AE) Railway Company Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

REPORT ON PACIFIC SOUTHWEST RAILWAY MUSEUM

RECOMMENDATION:

That the SD&AE Board of Directors receive a report for information.

Budget Impact

None.

DISCUSSION:

A report will be presented during the meeting.

Attachment: First Quarter Report for 2011



Pacific Southwest Railway Museum La Mesa Depot 4695 Nebo Drive La Mesa, CA 91941 619-465-7776

April 8, 2011

SD&AE Board c/o Metropolitan Transit System 1255 Imperial Avenue, Suite 1000 San Diego, CA 92101

Re: First Quarter 2011

Dear SD&AE Board:

During the first quarter of 2011, the Pacific Southwest Railway Museum carried 924 passengers with no FRA reportable accidents or injuries. Total income from SD&AE property for first quarter 2011 was \$19,192; a check for \$383.84 will be forwarded under separate cover. By comparison, PSRM carried 1,006 passengers during the first quarter of 2010 and total income from SD&AE property for that quarter was \$17,150. The small decrease in passengers is attributable to the poor weather conditions and the fact that the Bunny Trains occurred within the first quarter of 2010 but will not take place until the second quarter in 2011.

in January, Rich Paulus, our Chief Operating Officer and I met with Armando Freire and Homero Walss of CZRY to discuss operating practices on our portion of the railroad. It was agreed that museum personnel shall write track warrants, under the supervision of Mr. Walss, until such time as CZRY resumes freight operations on the Desert Line.

Track maintenance and inspections by PSRM continue along the railroad right of way between Division and Miller Creek. In late February, our contracted weed sprayer applied weed killer and pre-emergent along the right of way between Division and MP 66.76 which was promptly followed by rain; a necessity to soak the pre-emergent into the soil. The replacement has been postponed as we wait for the ground to dry. But we now have allocated funds and established a prioritized plan of track repairs to complete for this year.

The PSRM board recently agreed that a more suitable walkway between the Campo Depot and the mainline track used for loading and unloading passengers was necessary. It was also determined that replacing the ties on the House Track in front of the Depot should be

performed before the walkway is installed. The tie replacement is scheduled to begin within the next two to three months and will have no effect on train operations. Once the section of House Track has been rebuilt, bricks will be installed from the existing brick walkway on the west side of the Campo Depot to the edge of the mainline track. Another aspect of this project will incorporate extensive grading around the Campo Depot and the installation of new drainage that will direct flood waters away from the historic structure.

Progress on the Campo Depot waiting room has been minimal during this quarter largely due to the extremely cold winter weather. The majority of the interior wood work is complete. The next step is the cutting and installation of floor tile followed by the installation of the ticket counter currently being fabricated by a carpenter.

On Sunday, January 9, 2011 the Christmas Train, also known as the Tres Reyes Tren took place in Tecate, B.C. Mexico. It was a well-attended event with support by many organizations in San Diego and Tecate. Unfortunately, the event organizers, volunteers and the Three Kings were unable to make a grand entrance and arrive by train to the stadium. Nevertheless, PSRM continues to support their efforts and looks forward to the day when we resume railroad operations into Mexico and can be active participants in this international philanthropy.

Very Truly Yours,

Diana Hyatt President

Item No. <u>5</u>

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

REPORT ON THE DESERT LINE

RECOMMENDATION:

That the SD&AE Board of Directors receive a report for information and a follow-up on the business plan for Desert Line operations.

Budget Impact

None.

DISCUSSION:

A report will be presented during the meeting.

APRIL19-11.5.CARRIZO.1st QTR RPT

Attachment: First Quarter Report



Periodic Report

To The San Diego & Arizona Eastern Railway Company

First Quarter 2011

The periodic Report to the SD&AE Railway Company is produced quartely by the Carrizo Gorge Railway, Inc for the SD&AE Board, in fulfillment of contractual requirements and to document activity in the restoration of the line to regional service along with its ongoing improvement for future generations.

Accomplishments during First Quarter 2011

CONTENTS

FIRST QUARTER 2011 ACTIVITY

Appendix A- MOW Summary

Appendix B- Desert Line Freigth Revenues Financial Summary

First Quarter 2011

Metropolitan Transit Development Board San Diego & Arizona Eastern Railway Board 1255 Imperial Avenue 10th floor San Diego.California 92101

Pursuant to reporting agreement, here is the summary of First Quarter activity for 2011.

Labor

As of March 31, 2011, Carrizo Gorge Railway has 6 employees to cover the railroad administration and operation in the U.S.

- 3 Administration
- 1 DSL & Engineer
- 1 Locomotive engineer
- 1 Track Inspector & Signals

II. Marketing

Carrizo Gorge Railway is currently not seeking any new business for the desert line until repairs can be completed

Carrizo Gorge Railway continued working to improve relations with Admicarga in an effort to increase revenues as well as the improvement of service to the shipping community in the region.

III. Desert Line

Carrizo Gorge Railway is the rail freight operator on the Desert Line by contractual agreement with Rail America/ SD&IV and with the approval of SD&AE/ MTDB.

The principal activity took place in the desert line, we are in the process of doing clean out of hazardous products in Jacumba station, we are still continuing with the project.

IV. Reportable Injuries / Environmetal Incidents

There were no reportable injuries in the first quarter of 2011.

There were no reportable accidents in the first quarter of 2011.

There were was on environmental incidents in the first quarter of 2011.

V. Freight Activity

No freight activity in the 1st quarter of 2011 due to the embargo , we are still continuing to store empties, with a total amount of 52 GE cars located in the East end of the line as of this date.

MOW Sand carloads moved on the Desert Line	0
Revenue Sand carloads moved on the Desert Line	0
Revenue Freight carloads moved to/from Seeley Via interchange with UPRR, on the Desert Line	0
Non-Revenue Freight carloads moved from UPRR and USG, on the Desert Line	0
Revenue Freight carloads terminating/originating in Mexico to/from San Ysidro via interchange with SD&IV Railroad	
Total overall second quarter 2011 Carloads Moved	0
Revenue Empties	0
Revenue Storage	52

VI. Mexican Railroad

Carrizo Gorge Railway is the rail freight operator for the State of Baja California, Mexico and continues to employ the following personnel dedicated to freight service south of the border.

Here is an update of Carrizo Gorge Railway, Inc. Mexico's Operation.

CURRENT MEXICO PERSONNEL

- 1 Director of Operations
- 1 Supervisor of Operations
- 3 Dispatchers
- 3 Train Engineers
- 6 Conductors
- 1 Mechanic
- 1 Division Engineer
- 1 Track Inspector
- 1 Track Supervisor
- 8 Track laborer
- 2 Traffic

Appendix A M.O.W. SUMMARY

DESERT LINE

TRACK

Ties Installed (6" x 8" x 8') . (7" x 9" x 9")		0 0	each each
Stringers		ŏ	each
90 lb/yd Rail Change Out		0	ft.
113 lb. rail Change Out		0	ft.
Repair Open Joints	0	each	
Track Regaging		0	each
Separator Rails (4" x 8" x 20")	0	each	
Replace Missing Track Bolts		0	each
Rail Anchors Replaces	0	each	
Repair Broken angle bars (60 lb.)	0	each	
(75 lb.)	0	each	
(90 lb.)		0	each
Track Surfaced		0	ft
Track Spikes Used (new)	0	each	
Switch Ties Installed	0	each	

DESERT LINE

REVENUE FREIGHT HAULED	
Railcar loads to/from UP Interchange, Seeley /Plaster City	0
Railcar loads revenue sand from Dixie (Plaster City) to Campo	0
Non-revenue Freight USG Cars	
Total	0
Track Use Fees:	
Interchange freight to/from UPRR over the Desert Line	
SD&AE / MTS 1% payment SD&IV / Rail America payment 6.9 (52 Railcars Storage)	70.20 484.38
Revenue Sand from Dixie to Campo	
SD&AE / MTS 1% payment SD&IV RailAmerica payment(0cars at \$0.00 each)	0.00 0.00

Item No. 6a

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

SUMMARY OF SD&AE DOCUMENTS ISSUED SINCE JANUARY 18, 2011

RECOMMENDATION:

That the SD&AE Railway Company Board of Directors receive a report for information.

Budget Impact

None.

DISCUSSION:

Since the January 18, 2011, SD&AE Railway Company Board of Directors meeting, the documents described below have been processed by staff.

- <u>S200-10-459:</u> Right of Entry Permit to Gryphon Detective Agency to film at the San Ysidro Trolley Station.
- <u>S200-10-470:</u> License to Imperial Valley Solar, LLC for an at-grade crossing west of Plaster City in Imperial County.
- <u>S200-11-474:</u> Right of Entry Permit to Bert W. Salas, Inc. for a construction crossing of the Imperial Beach bike path at 8th Street in Imperial Beach.
- <u>S200-11-475:</u> Right of Entry Permit to Erickson Air Crane to cross the Desert Line for the Sunrise Power Link construction in Jacumba.
- <u>S200-11-476:</u> Right of Entry Permit to Pullman Engineering to construct a sewer pipeline at 54th Street in the City of San Diego.
- <u>S200-11-477:</u> Right of Entry Permit to Golden State Boring and Pipe Jacking to construct a sewer pipeline at 54th Street, in the City of San Diego.
- <u>S200-11-478:</u> Right of Entry Permit to AirX Utility Surveyors for utility investigations at Lemon Grove Avenue in the City of Lemon Grove.

- <u>S200-11-479:</u> Right of Entry Permit to Haley and Aldrich, Inc. to access the right-of-way near Gunpowder Point at the Sweetwater Marsh in the City of Chula Vista.
- <u>S200-11-480</u>: Right of Entry Permit to Nautilus Environmental to access the rightof-way near Gunpowder Point at the Sweetwater Marsh in the City of Chula Vista.
- <u>S200-11-481:</u> Right of Entry Permit to SDG&E to construct the Sunrise Power Link in San Diego and Imperial Counties.
- <u>S200-11-482:</u> Right of Entry Permit to Par Electric Contractors, Inc. to construct the Sunrise Power link in San Diego and Imperial Counties.
- <u>S200-11-483:</u> Right of Entry Permit to the U.S. Department of the Navy for the Bay Bridge Run/Walk.
- <u>S200-11-484</u>: Right of Entry Permit to Ortiz Corporation to abandon a sewer pipeline near Euclid Avenue in the City of San Diego.
- <u>S200-11-486:</u> Right of Entry Permit to Aguirre Engineering, Inc. to perform surveys near Lemon Grove Avenue in the City of Lemon Grove.
- <u>S200-11-488:</u> Right of Entry Permit to Aguirre Engineering, Inc. to perform surveys for the South Line Freight Improvement Project.

Item No. 6b

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

LICENSE AGREEMENT WITH PATTERN ENERGY GROUP FOR AT-GRADE AND UTILITY CROSSINGS

RECOMMENDATION:

That the SD&AE Railway Company Board of Directors approve issuing a license to Pattern Energy Group for proposed at-grade crossings, a utility crossing, and longitudinal utility occupation over SD&AE tracks located west of Ocotillo, from approximately mile post (MP) 113.5 to MP 119.3, in Imperial County.

Budget Impact

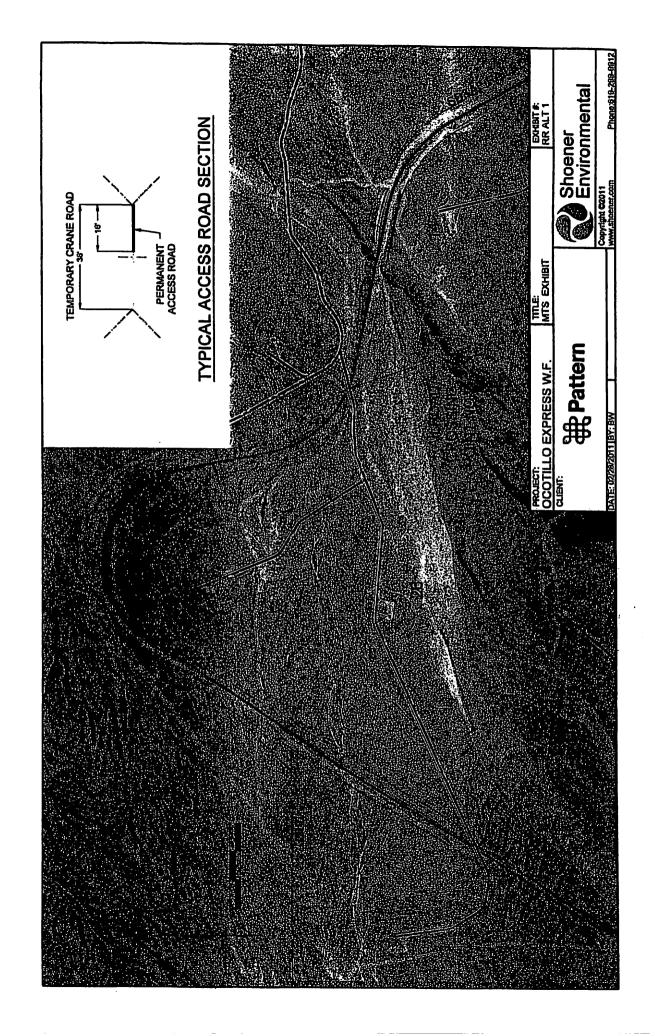
Yearly license fees would be credited to the SD&AE Reserve, and processing fees would be reimbursed to MTS.

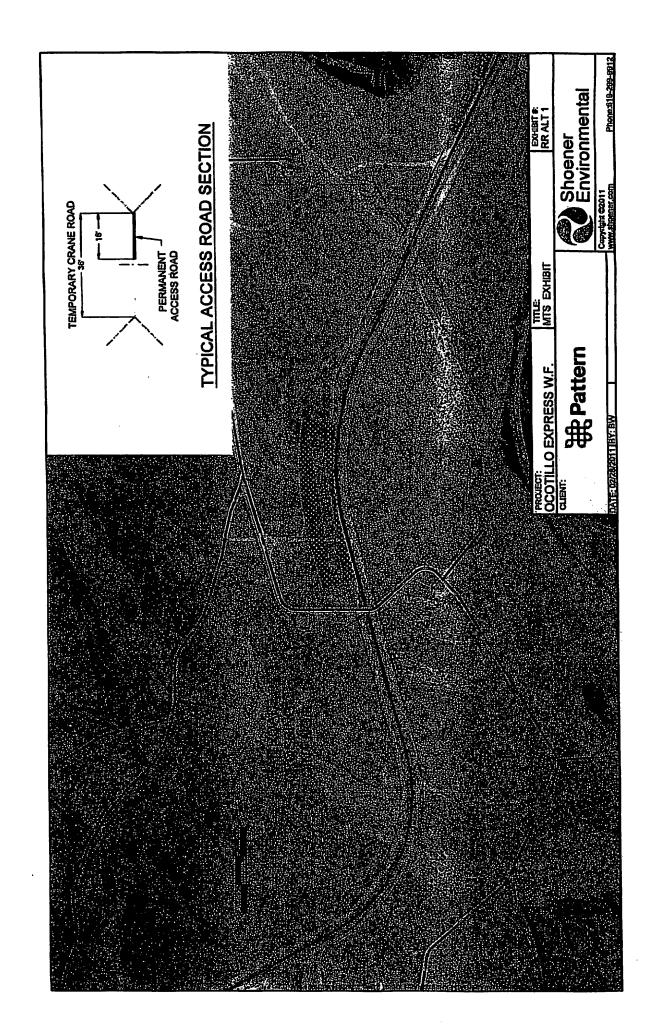
DISCUSSION:

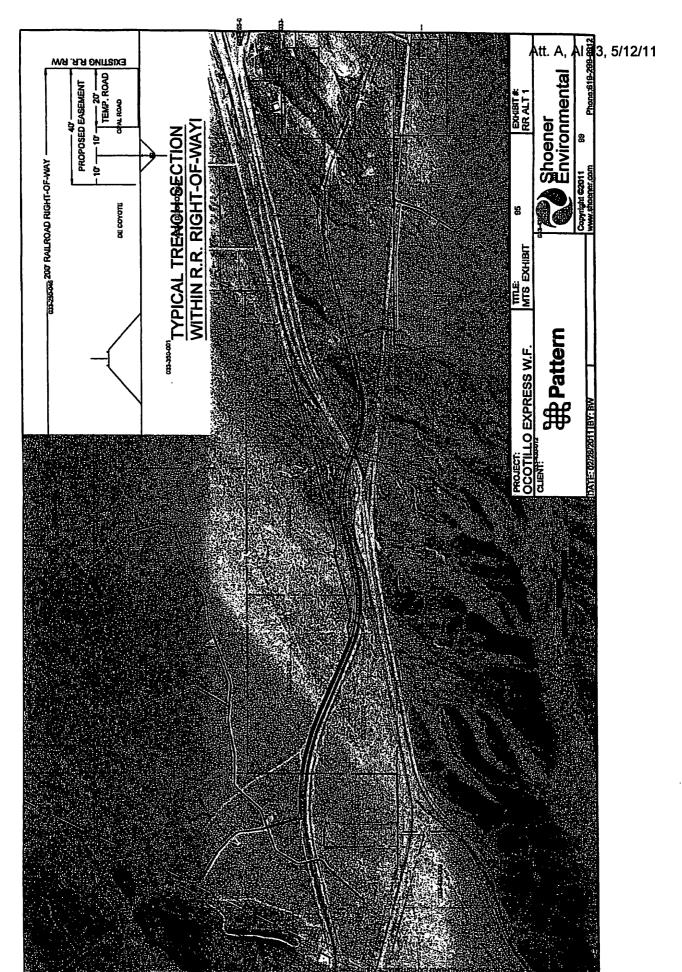
Pattern Energy Group represents a project to construct wind turbines west and in the vicinity of Ocotillo, in Imperial County, from approximately MP 113.5 to MP 119.3. Pattern Energy Group is requesting five at-grade crossings for road access to its facilities, a utility crossing, and a longitudinal, buried electrical line (as shown on Attachment 6b-2).

Pattern Energy Group also proposes to use the crossings for temporary construction access for oversized loads and the area of the longitudinal occupation for a temporary construction road.

Attachment: Proposed Project (3 pages)







Item No. 6C

San Diego and Arizona Eastern (SD&AE) Railway Company **Board of Directors Meeting**

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

SAN DIEGO UNIFIED PORT DISTRICT FIBER-OPTIC CONNECTIVITY PROJECT AGREEMENT AMENDMENT

RECOMMENDATION:

That the SD&AE Railway Company Board of Directors authorize the execution of an amendment to the Amended and Restated Use Agreement granting a license to the San Diego Unified Port District (Port) for fiber-optic installations.

Budget Impact

Unknown at this time (dependent upon the direction of the SD&AE Board).

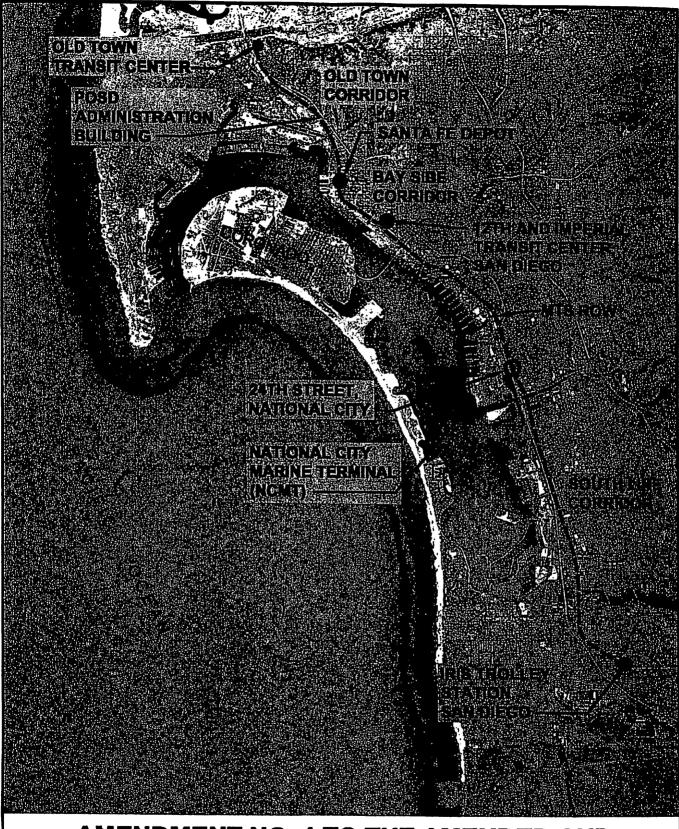
DISCUSSION:

The Port is developing a project known as the Port-Wide Fiber-Optic Connectivity Project. The Port would like to use SD&AE railroad right-of-way for the principle purpose of providing a regional network infrastructure for rapid transfer of security information and sensor data to participating regional government, state, and local public agencies that are members of the San Diego Security Network Consortium (SDSNC). The Port of San Diego plan includes installing fiber-optic cable along the MTS and SD&AÉ rail corridor by lashing cable to existing catenary poles.

The Port will build a security fiber-optic network that will make use of existing infrastructure to the maximum extent possible and provide the missing pieces needed to complete a fiber-optic loop around the San Diego Bay. SD&AE and MTS previously approved the installation of a fiber route that would extend from Old Town to 24th Street in National City in an Amended and Restated Use Agreement dated March 26, 2010. The Port proposes to continue the installation from 24th Street in National City to the Iris Avenue Trolley Station.

A benefit that MTS and SD&AE would receive by approving this amendment would be fiber-optic strands in this loop configuration that would provide full continuity to all members in the SDSNC network despite a break in the cable, which could easily occur during a natural disaster or terrorist attack.

Attachment: Project Schematic





AMENDMENT NO. 1 TO THE AMENDED AND RESTATED USE AGREEMENT

(PORT WIDE FIBER CONNECTIVITY PROJECT)

EXHIBIT A

Item No. 6d

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

SDG&E ROAD-CROSSING EASEMENT

RECOMMENDATION:

That the SD&AE Railway Company Board of Directors approve an easement to SDG&E for facilities access over an existing at-grade road crossing.

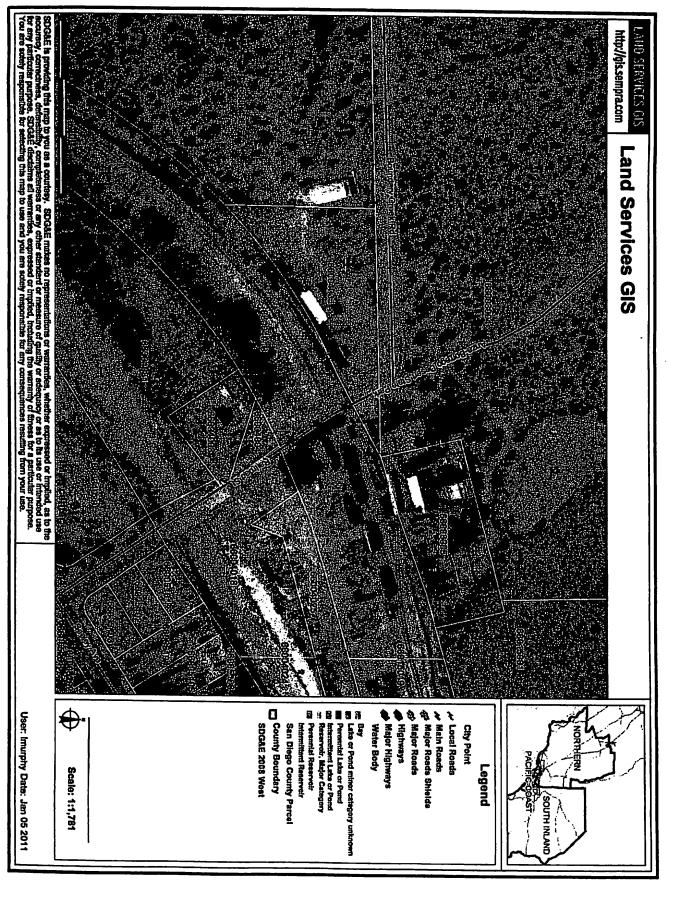
Budget Impact

Easement revenue would be at market rate, and support fees would be reimbursed to MTS.

DISCUSSION:

SDG&E is constructing the Sunrise Powerlink and is requesting the use of an existing atgrade crossing near mile post (MP) 92.9 over Railroad Street in Jacumba. The use would be to access SDG&E's facilities, which are being constructed to the north of SD&AE right-of-way. The crossing location is shown on Attachment 6d-2.

Attachment: Crossing Location



Confidential Closed Session Item

Agenda

Item No. 6e

San Diego and Arizona Eastern (SD&AE)
Railway Company
Board of Directors Meeting

SDAE 710.1 (PC 50771)

April 19, 2011

SUBJECT:

CLOSED SESSION - CONFERENCE WITH REAL PROPERTY NEGOTIATORS PURSUANT TO CALIFORNIA GOVERNMENT CODE SECTION 54956.8

PROPERTY: ASSESSOR PARCEL NOS. 667-020-52, 54, 60, & 70, SAN DIEGO, CALIFORNIA

AGENCY NEGOTIATORS: KAREN LANDERS, MTS GENERAL COUNSEL; TIM ALLISON, MTS MANAGER OF REAL ESTATE ASSETS

NEGOTIATING PARTIES: U.S. GENERAL SERVICES ADMINISTRATION

UNDER NEGOTIATION: PRICE AND TERMS OF PAYMENT



1255 Imperial Avenue, Suite 1000 San Diego, CA 92101-7490 (619) 231-1466 • FAX (619) 234-3407

Agenda

Item No. 7

JOINT MEETING OF THE BOARD OF DIRECTORS for the

Metropolitan Transit System, San Diego Transit Corporation, and San Diego Trolley, Inc. Draft for
Executive Committee
Review Date: 5/5/11

May 12, 2011

SUBJECT:

MTS: UNALLOCATED TRANSPORTATION DEVELOPMENT ACT FUNDS FOR TRANSIT-RELATED PROJECTS

RECOMMENDATION:

That the Board of Directors approve the use of \$140,335.67 in unallocated Transportation Development Act (TDA) funds currently held by the County of San Diego for transit-related expenses for the City of El Cajon.

Budget Impact

The use of unallocated TDA funds set aside by the County of San Diego for transit-related projects in various jurisdictions would have no impact on MTS's operating or capital budgets. The total available unallocated TDA funds held for the benefit of the City of El Cajon would be reduced by \$140,335.67, which would result in a remaining balance of \$2,013,526 held by the County of San Diego for future transit-related projects (pending Board approval).

DISCUSSION:

On April 14, 2011, MTS received a request from the City of El Cajon for the use of \$140,335.67 in unallocated TDA funds held by the County of San Diego to reimburse the City of El Cajon for fiscal year 2009/2010 transit-related expenditures.

Paul C. Jablonski Chief Executive Officer

Key Staff Contact: Mike Thompson, 619.557.4557, mike.thompson@sdmts.com

