

**Synopsis of the June 15, 2006 Meeting of the  
Program, Finance and Administration Committee (PFAC) of the  
New York Metropolitan Transportation Council (NYMTC)**

**A. CALL TO ORDER, INTRODUCTIONS AND REMARKS**

1. The meeting was called to order at 1:18 p.m. by Mr. Robert Zerrillo, Director of Policy and Performance within the New York State Department of Transportation. He introduced himself and said that he was the newly appointed Chairperson of the Program, Finance and Administration Committee. Mr. Zerrillo asked the members to introduce themselves.
2. **NYMTC Executive Director's Report**

Mr. Joel Ettinger said that the Federal Transit Administration/Federal Highway Administration Planning Regulation of the Federal Register had not been revised since 1993 and would be updated. He said all final comments were due by September 7, 2006. Mr. Ettinger said that staff would continue to make arrangements for an interim update on the Regional Transportation Plan by July, 2007. He said that there would be solicitation for project proposals for the Transportation Enhancement Program, Congestion Mitigation/Air Quality and the Surface Transportation Program. Mr. Ettinger announced that the Unified Planning Work Program Listening Sessions were scheduled in the five boroughs and five suburban counties. Details could be found on the NYMTC website at [www.nymtc.org](http://www.nymtc.org). He said that NYMTC had received a proposal from the Regional Plan Association to undertake a study called "Vision to Action—Building a Sustainable Future for Long Island and the New York Region", which was geared to complement the Council's shared goals initiative.

**B. PUBLIC PARTICIPATION**

Alexander Saunders submitted the attached prepared remarks requesting action to be taken on the Tappan Zee Bridge project.

**C. ACTION ITEMS**

1. **Accept: April 20, 2006 Meeting Synopsis**

Mr. Zerrillo asked for a motion to accept the April 20, 2006 Meeting Synopsis. A motion was made by Dr. James Yarmus, representing the Mid-Hudson South Transportation Coordinating Committee, and seconded by Mr. Jack Schmidt, representing the New York City Transportation Coordinating Committee. The meeting synopsis was accepted.

2. **Adopt: Resolution #214 – Amendment to the 2006-2007 Unified Planning Work Program for the Sagtikos Regional Development Zone Congestion Mitigation and Planning Coordination Study**

Mr. Gerry Bogacz said the resolution purpose would be to amend the 2006/2007 Unified Planning Work Program for the Sagtikos Regional Development Zone Congestion Mitigation and Planning Coordination Study. He said the project's objective was to formulate short and long

term congestion mitigation measures for current and proposed development in and around the 2,500 acre Long Island Expressway/Sagtikos Parkway Regional Development Zone and to coordinate planning for future land use desires and transportation solutions in the desired growth area.

Mr. Zerrillo asked for a motion to adopt Resolution #214, Amendment to the 2006-2007 Unified Planning Work Program for the Sagtikos Regional Development Zone Congestion Mitigation and Planning Coordination Study. A motion was made by Ms. Patricia Chemka, representing the Mid-Hudson South Transportation Coordination Committee, and seconded by Mr. Jack Schmidt, representing the New York City Transportation Coordinating Committee. The resolution was unanimously approved.

**3. Adopt: Resolution #215 – Amendment to the 2005-2030 Regional Transportation Plan to Revise the Borough Projects/Proposals/Studies Lists and Maps for New York City**

Mr. Uchenna Madu said the purpose of the resolution would be to amend the 2005-2030 Regional Transportation Plan by revising the borough projects, proposals, studies list and maps in the New York City area. He said the New York City member agencies identified additional emphasis areas, studies and improvements which needed to be included in the vision element of the Regional Transportation Plan.

Mr. Zerrillo asked for a motion to adopt Resolution #215, Amendment to the 2005-2030 Regional Transportation Plan to Revise the Borough Projects/Proposals/Studies List and Maps for New York City. A motion was made by Mr. Jack Schmidt, representing the New York City Transportation Coordination Committee, and seconded by Mr. Robert Shinnick, representing the Nassau/Suffolk Transportation Coordinating Committee. The resolution was unanimously approved.

**D. STATUS REPORT**

**Regional Branding for Demand Management Programs**

Mr. Gerry Bogacz provided an update of the Regional Commuter Choice Branding Project. He said that the initiative stemmed from the enhanced emission reduction measures that NYMTC adopted under the Air Quality Conformity Waiver for the region after the September 11, 2001 attacks. He explained that there were four regional programs—Regional Commuter Fuels, Regional Timing Signal, Enhanced Ozone Action Days and Regional Commuter Choice.

Ms. Eileen Peters of the New York State Department of Transportation and member of the Oversight Committee talked about the role of the project Oversight Committee. Ms. Peters said that 50 stakeholder groups, which consisted of every transit operator in the metropolitan region, were identified and were personally interviewed to obtain input into the project. She praised the committee and said that they went over and beyond the contract terms and the committee was confident that the overall goal had been achieved. She said that the committee was confident that the identified unified branding concept would cause behavioral change. She said that the committee witnessed positive reactions of some of the displayed concepts from the focus group. Ms. Peters requested the continued support from the Program, Finance and Administration Committee.

Mark Heavey of the Metropolitan Transportation Authority said that during an American Public Transportation Association Rail Conference, it was mentioned how there was a “perfect storm” in the public transportation industry—a convergence of federal support for large-scale transit

projects, peaking public frustration with traffic congestion, and ever-increasing fuel costs. All of these factors made the work of the Project Oversight Committee and PFAC more vital than ever.

Mr. John Gobis of Parsons Brinckerhoff, talked about branding. He defined branding as a communicator of certain benefits; communicating top of the line awareness of products. Mr. Gobis said that the consultant team's goal was to try to develop a brand on regional commuting that raised people's awareness. He said the consultant team performed a detailed study of existing research that had been done in the region and looked at similar types of programs that were done around the world. He said that the team's initial concepts were tested with consumers both demographically and geographically.

Mr. Ira Weinstein of Perspective Resources, talked about the branding selection. Mr. Weinstein said that there were 80 different concepts that were narrowed down to six, and then six different focus groups were formed. He talked about three of the six possibility concepts. The "Save.Change" concept scored well but people saw this brand monetary oriented rather than environmentally oriented and the message was not broad enough. The "Traffic Stinks" concept was something that people could relate to but was not considered a very tactful theme for a campaign. The winning concept, "Go Public" was considered to have meaning, people could see it as a brand, and caused people to act. It was also considered to have elevated itself by including car and van pooling. Mr. Weinstein said that a brand should be memorable and recognizable and have meaning. He said that the "Go Public" concept would cause commuter behavioral change.

**E. PRESENTATION**  
**"Advocating For Your Interest"**

With the help of slides, Ms. Beverly Dolinsky of the Permanent Citizens Advisory Committee to the Metropolitan Transportation Authority gave a presentation called "Advocating For Your Interest", in which she explained what was the Permanent Citizens Advisory Committee (PCAC) and its role. Ms. Dolinsky said that the PCAC included the advocating activities for the Long Island Rail Road Commuters Council, the Metro-North Railroad Commuters Council and the New York City Transit Riders Council. One of PCAC's goals would be to improve the public participation process, and therefore recommended visioning sessions which would attract a broad range of participants. Ms. Dolinsky said that conducting a visioning process would avoid delays and costs from litigation, meet public participation requirements, improve the project and create enduring working relationships. The presentation could be found on the NYMTC website at [www.nymtc.org](http://www.nymtc.org).

**F. OTHER BUSINESS**

**1. Update on the Major Projects**

Ms. Jean Shanahan provided an update on the Transportation Improvement Program. Ms. Shanahan said that solicitation for Congestion Mitigation/Air Quality and Surface Transportation Programs were underway and applications were due by July 21, 2006. She said that applications could be received from each of the Transportation Coordination Committee (TCC) offices or from the NYMTC website at [www.nymtc.org](http://www.nymtc.org). Ms. Shanahan said that workshops were being held in each of the TCC regions to help people with applications. The schedule of workshops could also be found on the NYMTC website.

Mr. Gerry Bogacz provided an update on the Regional Transportation Plan and the Unified Planning Work Program (UPWP). Mr. Bogacz said that SAFETEA-LU established new requirements and guidelines to the Regional Transportation Plan. He said staff performed a "Gap

Analysis” which showed what was needed in the update process. Mr. Bogacz said that the Council adopted the UPWP on March 16, 2006. Mr. Bogacz also said that solicitation for the Transportation Enhancement Program was also being done. Additional information could be found on the NYMTC website at [www.nymtc.org](http://www.nymtc.org).

## **2. Coordinated Human Services – Public Transit Plan**

Mr. Gerry Bogacz said that a Coordinated Human Services – Public Transit Plan was a new requirement under SAFETEA-LU and that staff was working on the interim plan by upgrading the current Job Access and Reverse Commute Program, which needed to be done by October, 2006.

Ms. Nancy O’Connell provided an update on the Coordinated Human-Services/Public Transit Plan. She said that staff recommended putting together an interim Area-wide Coordinated Transit Human Services Transportation Plan to safeguard federal fiscal year 2007 funds. Ms. O’Connell then talked about Coordinated Plans from other areas in New Jersey, Washington and Maryland. She said that a Coordinated Human Service Committee should be developed through PFAC and suggested that the current Access to Jobs Group with additional members to be considered. She said that the committee should address the need to develop a fully compliant area-wide coordinated Transit-Human Services Transportation Plan based on Federal Transit Administration guidelines.

## **3. September 11<sup>th</sup> Memorial Program Update**

Mr. Alan Borenstein talked about the September 11<sup>th</sup> Memorial Program Academic Planning Initiative. Mr. Borenstein explained that some of the objectives of the academic program were to raise awareness of NYMTC, to recruit future NYMTC staff and member agencies as students became more familiar with NYMTC. He said that four students were finishing the program from last year and said that the students were invited to the PFAC September meeting to provide a brief presentation of their experience. He said four students were selected by the subcommittee for the next 2006/2007 academic program year. Mr. Borenstein thanked Todd Goldman for managing the academic program and he thanked the subcommittee for all their efforts.

Mr. Gerry Bogacz talked about the planning projects initiative. Mr. Bogacz said that there were four planning projects. Two of the four projects were underway: the Manhattan College project, sponsored by Rockland County Planning Department and The Rudin Center at New York University project, sponsored by the New York State Department of Transportation. Mr. Bogacz said that two projects were still in contract talks: the Hunts Point Economic Development Corporation project, sponsored by the New York City Department of Transportation. The study would look at alternative fuels specifically for Hunts Point, and the West Harlem Environmental Action Committee visioning study, sponsored by the New York City Department of City Planning.

## **G. CONFIRMATION OF NEXT PFAC MEETING**

Mr. Robert Zerrillo confirmed that the next meeting of the Program, Finance, and Administration Committee was scheduled to be held on Thursday, September 21, 2006 at 1:15 p.m., and will be held at the NYMTC office located at 199 Water Street, 22<sup>nd</sup> floor, New York City.

## **H. ADJOURN**

The meeting was adjourned approximately at 3:35 p.m.

**IN ATTENDANCE**

**Voting Member/Alternates**

Mr. Lawrence Berger, Nassau County  
Mr. Lawrence Fleischer, Metropolitan Transportation Authority  
Ms. Gwen Perlman, NYC Department of Transportation  
Ms. Patricia Chemka, Westchester County  
Mr. Jack Schmidt, NYC Department of City Planning  
Mr. Robert Shinnick, Suffolk County  
Dr. James Yarmus, Rockland County  
Mr. Robert Zerrillo, NYS Department of Transportation

**Advisory (non-voting) Members**

Mr. Richard Backlund, Federal Highway Administration  
Mr. Irwin Kessman, Federal Transit Administration  
Mr. Lou Venech, Port Authority of New York and New Jersey  
Ms. Melanie Zeman, US Environmental Protection Agency

**NYMTC Council Staff**

Aizaz Ahmed	Joel Ettinger	Munnesh Patel
Juliette Bergman	Emma Gaitan	Uchenna Madu
Sangeeta Bhowmick	Maria Garcia	Karen Rosenberger
Gerry Bogacz	Anthony Gawrych	Jean Shanahan
Alan Borenstein	Steve Hausch	Judith Wilson
Helen Chiriboga	Jan Khan	Kevin Wolford
Nina DelSenno	Barbara Lynch	Evangel Woods
David Drits	Nancy O'Connell	

**OTHERS**

Andrew Albed, NYC Transit Riders Council  
Rick Backlund, FHWA  
Jennifer Badali, MTA  
Joseph Barr, NYCDOT  
Beverly Dolinsky, PCAC  
John Gobis, Parsons Brinkerhoff/Plowshare  
Patrick Gerdin, Rockland County  
Leon Goodman  
William Guild, PCAC  
Al Hasenkopf, NYSDOT  
Mark Heavey, MTA  
William Hederson, PCAC  
Peggy Hetheington, PB/Plowshare  
John La Rock, Plow Shane Group  
Scott Levine, Edwards & Kelcey Inc.  
Larry Malsam, NYSDOT  
Kari Marnyama, PB/Plowshare  
Colleen McKenna, NYSDOT  
Rona Moyer, Nassau County  
Eileen Peters, NYSDOT

Mike Pferr, NYSDOT  
Sarah Rios, MTA  
Alexander Saunders, North Ring  
Julia Seltzer, MTA  
Ellyn Shannon, PCAC  
Heather Sporn, NYSDOT  
C. Talisaysay, CBT  
Ira Weinstein, Perspectives Resources

**The June 15, 2006 meeting synopsis was  
unanimously accepted by PFAC members on  
August 24, 2006.**

Respectfully submitted,

***Andrea Miles-Cole***