SCRCOG MEETING NOTICE & AGENDA
February 26, 2014 – 10:00 A.M.
Location: 127 Washington Avenue, 4th Floor West
North Haven, CT 06473

Full agenda materials can be found at our website – www.scrcog.org

1. Call to Order and Introductions - Mayor Scott Jackson, Chairman

2. Presentation: Kevin Lembo, State Comptroller

3. Adoption of 1/22/14 SCRCOG Minutes - First Selectman Fillmore McPherson, Secretary Pages 2-5

4. Treasurer’s Report for month ending 1/31/14 - Mayor Benjamin Blake, Treasurer Pages 6, 7

5. Transportation Committee Report - Mayor William Dickinson, Chairman Pages 8-11
   a. Adopt Resolution to approve 2012-2015 TIP Amendment Twenty Two Pages 10, 11
   b. Update on Local Transportation Capital Improvement Program (LOTCIP)

6. Annual SCRCOG Self-Certification Page 12

7. Adoption of Affirmative Action Policy Resolution (renewed annually) Pages 13 -16

8. Proposed SCRCOG Committee Structure - Executive Director Carl Amento Pages 17-19

9. FY 2014 Budget Amendment #2 - Executive Director Carl Amento Pages 20-22

10. Update on SCRCOG Shared Services Study - Executive Director Carl Amento


12. State Legislative Report - Carl Amento, Executive Director

13. SCRCOG Executive Director’s Report - Carl Amento, Executive Director

14. REX Development Report - Ginny Kozlowski, REX Executive Director Page 23

15. DESPP/ DEMHS Report - John B. Field, Jr., Region 2 Coordinator

16. CTRides Report - Pamela Hypolite, Outreach Coordinator Attached

17. Regional Cooperation / Other Business

18. Adjournment

The agenda and attachments for this meeting are available on our website at www.scrcog.org. Please contact SCRCOG for copy of agenda in a language other than English. Auxiliary aids/services and limited English proficiency translators will be provided with two week’s notice.

"Necesidades especiales: Audio de circuito cerrado para personas con deficiencia auditiva y/o intérprete de lengua de signos y traductor para personas con dominio limitado del inglés: son proporcionados por aviso a dos semanas de anticipación. Agenda puede solicitarse en un idioma distinto al inglés contactando a SCRCOG."
TO: SCRCOG Board  
FROM: First Selectman Michael Freda, Secretary  
DATE: February 14, 2014  
SUBJECT: SCRCOG Minutes of January 22, 2014

Present:
Bethany                   First Selectwoman Derrylyn Gorski  
Branford                  First Selectman James Cosgrove  
Hamden                   Mayor Scott Jackson – Vice Chairman  
Guilford                   First Selectman Joseph Mazza  
Madison                   First Selectman Fillmore McPherson – Treasurer  
Meriden                    Mayor Manuel Santos  
Milford                      Julie Nash, proxy for Mayor Benjamin Blake  
North Haven First Selectman Michael Freda – Secretary  
Orange                     First Selectman James Zeoli  
Wallingford             Mayor William Dickinson  
Woodbridge                First Selectwoman Ellen Scalettar

SCRCOG Staff: Carl Amento – Executive Director, Stephen Dudley, Jim Rode, Al Ruggiero, Eugene Livshits, Chris Rappa

Other Guests: Ginny Kozlowski and Barbara Malmberg, REX Development; Shelly Saczynski, United Illuminating; Atty. Nan Birdwhistell, Murtha Cullina; Riju Das, Legislative Aide to Senator Richard Blumenthal

1. Call to order and Introductions:  
   Vice Chairman Scott Jackson called the meeting to order at 10:05 a.m. All present introduced themselves.

2. Presentation: Report from the State Comptroller’s Office-  
   Stat Comptroller Kevin Lembo’s presentation was postponed until the February meeting because of the inclement weather.

3. Presentation: SCRCOG Multi-Jurisdiction Hazard Mitigation Plan-  
   Consultant Jamie Caplan’s presentation was postponed until the February or March meeting because of the inclement weather.

4. Adoption of November 20, 2013 SCRCOG meeting minutes:  
   First Selectman Freda presented the minutes as shown on Pages 5-8 of the agenda packet. First Selectman Freda moved that the minutes be approved. First Selectwoman Gorski seconded the motion. It was approved by all, except First Selectmen Mazza and First Selectman Cosgrove who abstained.
5. **Adoption of December 11, 2013 meeting minutes:**
First Selectman Freda presented the minutes as shown on Pages 9-10 of the agenda packet. First Selectman Mazza moved that the minutes be approved. First Selectman McPherson seconded the motion. The motion was approved by all.

6. **Treasurer’s Report for month ending December 31, 2013:**
First Selectman McPherson presented the Treasurer’s Report which is on Pages 11-12 of the agenda packet. The balance sheet shows that we have $428,557 in cash and investments and $303,582 due from CDOT for transportation planning. Expenses seemed appropriate for the month. First Selectman McPherson moved for acceptance of the Treasurer’s Report. First Selectman Cosgrove seconded the motion, which carried unanimously.

7. **Nominating Committee Report for Calendar Year 2014 Officers and Committees:**
First Selectman McPherson presented the slate of officers and committees as shown on Page 13 of the agenda packet. After some discussion, First Selectman Zeoli offered to step aside from his nomination to the Executive Committee in favor of First Selectwoman Scalettar.

8. **Election of Officers and Appointment of Committees:**
First Selectman McPherson moved for the election of officers as follows: Chairman: Mayor Scott Jackson; Vice Chairman: First Selectman Michael Freda; Secretary: First Selectman Fillmore McPherson; and Treasurer: Mayor Benjamin Blake. First Selectman Freda seconded the motion, which was approved unanimously.
First Selectwoman Gorski moved for the appointment of the Executive Committee as follows: Mayor Jackson, First Selectman Freda, First Selectman McPherson, Mayor Blake, Mayor Dickinson, First Selectman Mazza, Mayor Maturo, First Selectwoman Scalettar. First Selectman Zeoli seconded, and the appointments were approved unanimously.

First Selectwoman Gorski moved for the appointment of the Transportation Committee as follows: Mayor Dickinson (Chairman), First Selectman McPherson, First Selectman Mazza, Mayor Blake, Mayor Harp, Mayor O’Brien and First Selectman Cosgrove. First Selectwoman Scalettar seconded the motion, which was approved unanimously.

9. **Acceptance of Gavel by New Chairman:**
Mayor Jackson accepted the Chairman’s gavel.

10. **Transportation Committee Report:**
Mayor Dickinson presented the Transportation Committee Report contained on pages 14-23 of the agenda packet. Mayor Dickinson moved for the approval of 2012-2015 TIP Amendment Twenty One. The resolution is found on pages 22-23 of the agenda packet. First Selectman Mazza seconded the motion. It passed unanimously.

Mayor Dickinson reported on CDOT’s Local Transportation Capital Improvement Program (LOTCIP). Pursuant to the DOT Commissioner’s suggestion, SCRCOG submitted two pilot projects utilizing a simpler application than that detailed in the LOTCIP guidelines. One project is from Wallingford, the other from Guilford. We are awaiting a decision on how CDOT will respond to these more simplified applications.

11. **Adopt Resolution to Appoint SCRCOG Bank Signatories:**
The resolution is found on Page 24 of the agenda packet. First Selectman Mazza moved for adoption of the resolution. First Selectwoman Gorski seconded the motion. It was approved unanimously.
12. **Adopt Resolution Authorizing the Executive Director to Sign Agreements with DOT:**
The resolution is found on Page 25 of the agenda packet. First Selectman McPherson moved for adoption of the resolution. First Selectwoman Scalettar seconded. The motion was approved unanimously.

13. **Adopt Resolution Authorizing the Executive Director to Apply for Hurricane Sandy Coastal Resiliency Competitive Grant Program:**
The resolution is found on Page 26 of the agenda packet. First Selectman Zeoli moved for adoption of the resolution. First Selectman Cosgrove seconded the motion, which was approved unanimously.

14. **Appointment of Mayor Harp and First Selectman Cosgrove to the REX development Board:**
Mayor Jackson moved to approve the appointments. First Selectman McPherson seconded the motion. The motion was approved unanimously.

15. **Review of Proposed SCRCOG Committee Structure:**
Executive Director Amento reviewed the proposed Committee structure which is detailed on page 27 of the agenda packet. After some discussion, it was decided to bring the issue up again as an agenda item before the Executive Committee and the full SCRCOG Board in February.

16. **Congressional Report:**
Riju Das from Senator Blumenthal’s Office reported that bipartisan budget and appropriation bills have been approved by Congress. Senator Blumenthal sits on the House Transportation Committee and has been pushing for greater safety measures to be implemented on the Metro North rail line. The Senator is also working with other legislators to delay or phase in the steep increases in flood insurance premiums caused by the elimination of the federal subsidy.

17. **SCROG Executive Director’s Report:**
Executive Director Amento noted that forms for submitting resolutions of approval from SCRCOG municipalities for the SCRCOG application for a state Regional Performance Grant for further development of the Regional GIS Program are at every member’s place around the meeting table and need to be submitted by the end of February.

The Hurricane Sandy Coastal Resilience Grant will need letters of support from the seven coastal communities by January 31st. Templates for the letters are being sent to those cities and towns.

The Regional Legislative Reception is scheduled for Tuesday, February 11th at Gateway Community College.

The Envision Greater New Haven project is still awaiting a commitment of funds from the private sector. Some preliminary planning is continuing at RPA’s risk, but the agreement between SCRCOG and RPA specifies that SCRCOG cannot pay RPA unless and until the private sector commitment is made.

The Jobs Access study, the Regional GIS grant, the Shared Services Study and the Sustainable Communities Initiative grant are all moving forward. As part of the Shared Services Study, Purchasing Agents from the region’s cities and towns have begun meeting.

Welcome letters have been sent out to the new mayors and first selectmen from SCRCOG and SCRCOG staff will schedule orientation meetings with each new mayor or first selectman in the coming weeks.
18. **REX Development Report:**
   Executive Director Ginny Kozlowski referred to her written report on page 28-29 of the agenda packet. On Pages 29-36 of the agenda packet are summaries of the actions taken to date by the Lead Implementers for each of the Goals of the Comprehensive Economic Development Strategy (CEDS). SCRCOG is the Lead Implementer on 7 of the Goals.

   Executive Director Kozlowski and First Selectman Freda reported on a meeting they and Mayor Jackson had with Mayor Harp regarding the Envision project. Mayor Harp would like the name of the project changed from “Envision Greater New Haven” to “Envision A Greater New Haven”. After discussion, there was a consensus that the title of the project should remain as is, without addition of an “a”.

19. **DESPP/ DEMHS Report:**
   John Field, Region 2 Coordinator, was not able to attend the meeting.

20. **RPC Action Table for January:**
    The Action Table for January was distributed at the meeting and reviewed.

21. **Regional Cooperation/ Other Business:**
    Mayor Dickinson wanted to alert SCRCOG members to federal stormwater management requirements that will take effect in 2015, and which could impose a substantial cost upon municipalities.

    First Selectman Zeoli wished to alert members to a substantial surcharge being placed upon health insurers and being passed on to municipalities. The surcharge will increase in 2015.

22. **Adjournment:**
    Mayor Jackson moved for adjournment. First Selectman Zeoli seconded the motion and all approved. The meeting adjourned at 11:30 a.m.

Respectfully submitted,

First Selectman Fillmore McPherson, Secretary
**BALANCE SHEET - January, 2014**

### ASSETS

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<thead>
<tr>
<th>Cash and Investments</th>
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<tr>
<td>First Niagara Bank</td>
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<td>Connecticut Short-Term Investment Fund - SCRCOG</td>
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<td>Start Bank</td>
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<td><strong>Total Cash and Investments</strong></td>
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<th>Accounts Receivable</th>
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<td>Connecticut Department of Transportation</td>
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<td>Connecticut Office of Policy &amp; Management</td>
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<td>RPA - Sustainable Communities</td>
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<td>OPM - RPI Grants</td>
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<td>CT DEEP - Regional Hazard Mitigation Plan</td>
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<td>Amount for Accrued Leave</td>
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<td>Pre-Paid Expense &amp; Other Receivables</td>
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<td><strong>Total Accounts Receivable</strong></td>
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<th>Property and Equipment</th>
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<td>COG Equipment</td>
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<td><strong>Total Property &amp; Equipment</strong></td>
<td><strong>34,468</strong></td>
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**TOTAL ASSETS**

883,669

### LIABILITIES AND FUND BALANCE

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<td>Deferred Revenue - Municipal</td>
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<td>Deferred Revenue - GIA</td>
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<td>RPI Grant - GIS Project</td>
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<td>RPI Grant - Shared Services</td>
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<td><strong>Total Current Liabilities</strong></td>
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<td>Fund Balance - July 1, 2013</td>
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<td>Amount for Accrued Leave</td>
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<td>Change in Fund Balance</td>
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<td><strong>Fund Balance - January, 2014</strong></td>
<td><strong>705,222</strong></td>
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**TOTAL LIABILITIES AND FUND BALANCE**

883,669
Statement of Resources and Expenditures - January, 2014

### Resources

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<tr>
<th>Resources</th>
<th>FY 14 Budget</th>
<th>Month of Jan, 2014</th>
<th>To Date</th>
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<tr>
<td><strong>Municipal Contribution</strong></td>
<td>153,700</td>
<td>12,808</td>
<td>89,658</td>
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<td><strong>SCRCOG Reserves - (for ROOF)</strong></td>
<td>10,000</td>
<td>0</td>
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<td><strong>ConnDOT - Transportation Planning</strong></td>
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<td>U.S. Dept of Transportation</td>
<td>909,015</td>
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<td>Connecticut Dept of Transportation</td>
<td>113,627</td>
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<td>Regional Planning</td>
<td>125,000</td>
<td>7,000</td>
<td>7,000</td>
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<td>RPI Grant - GIS Project</td>
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<td>25,293</td>
<td>52,315</td>
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<td>RPI Grant - Shared Services</td>
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<td>42,856</td>
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<td><strong>Federal Emergency Management Agency</strong></td>
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<td>Hazard Mitigation Plan</td>
<td>22,842</td>
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<td>Municipal - In-Kind Contribution</td>
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<td><strong>Sustainable Communities Grant</strong></td>
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<td>Sustainable Communities Reg Planning Grant</td>
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<td><strong>Interest</strong></td>
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<td><strong>TOTAL</strong></td>
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<td>99,920</td>
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### Expenses

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<th>Expenses</th>
<th>FY 14 Budget</th>
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<td><strong>Total Labor - Salaries &amp; Benefits</strong></td>
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<td>362,643</td>
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<td>Salaries</td>
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<td>264,201</td>
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<td>Fringe Benefits</td>
<td>15,690</td>
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<td><strong>Travel</strong></td>
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<td>1,168</td>
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<td><strong>Data Process</strong></td>
<td>45,400</td>
<td>3,975</td>
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<td><strong>General Operations</strong></td>
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<td>Rent</td>
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<td>Postage &amp; Telephone</td>
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<td>Meeting Expenses &amp; Advertising</td>
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<td><strong>Transportation Consultants</strong></td>
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<td><strong>FEMA - PreDisaster Mitigation Plan</strong></td>
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<td><strong>ROOF - Regional Foreclosure Protection</strong></td>
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<td><strong>Regional GIS Program</strong></td>
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<td>23,844</td>
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<td><strong>Shard Services Study</strong></td>
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<td><strong>Regional Plan Assoc. - Envision Greater New Haven</strong></td>
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<td><strong>Regional Jobs Access Study</strong></td>
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<td><strong>Municipal Shared Services - Operations Study</strong></td>
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<td>687,093</td>
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7
### Project
0171-0379  2013-A15-14  interstate Epoxy Pavement Markings FFY14

### Changes
Amendment 22 increases funding.

### Reason
Action is necessary to increase amount of NHPP funding based on engineer's final cost estimate.
**State Project** 0171-0379  
**Municipality** District 1  
**Project Name** interstate Epoxy Pavement Markings FFY14  
**Description** Installation of Epoxy Pavement Markings (Long lines) in District 1 on Interstate routes

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<th>Current TIP Funding (In Thousands)</th>
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<tr>
<td>Funding</td>
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<td>NHPP</td>
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<td><strong>Total Cost</strong></td>
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<table>
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<tr>
<th>Proposed TIP Funding (In Thousands)</th>
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</thead>
<tbody>
<tr>
<td>Funding</td>
</tr>
<tr>
<td>NHPP</td>
</tr>
<tr>
<td><strong>TIP Funds</strong></td>
</tr>
</tbody>
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**Amendment Notes**
FY12 TIP Amend 15 adds new project. FY 12 TIP Amend 22 increases Fed Funding.
Resolution
Fiscal Year 2012-Fiscal Year 2015 Transportation Improvement Program Amendment Twenty Two

Whereas: U.S. Department of Transportation “Metropolitan Planning Regulations” (23 CFR 450) prescribe that each metropolitan planning organization maintain a financially constrained multi-modal transportation improvement program consistent with a State Implementation Plan for Air Quality (SIP) conforming to both U.S. Environmental Protection Administration-established air quality guidelines and SIP-established mobile source emissions budgets; and

Whereas: The Council, per 23 CFR 450.324 and in cooperation with the Connecticut Department of Transportation (ConnDOT) and public transit operators and relying upon financial constraints offered by ConnDOT, adopted a Fiscal Year 2012-Fiscal Year 2015 Transportation Improvement Program on January 25, 2012, after finding the Program conforming per U.S. Environmental Protection Administration (U.S. EPA) final conformity rule (40 CFR 51 and 93) and relevant Connecticut Department of Transportation air quality conformity determinations: Air Quality Conformity Reports: Fiscal Year 2012-2015 Transportation Improvement Program and the Region’s Long-Range Transportation Plans—2011 to 2040, (April, 2011); and

Whereas: The Council, on January 25, 2012, indicated that periodic Program adjustment or amendment was possible; and

Whereas: Projects referenced in the Program amendment (below) are consistent with the region’s long-range transportation plan (South Central Regional Long Range Transportation Plan—2011 to 2040, (April, 2011)); and

Whereas: Council Public Participation Guidelines: Transportation Planning have been observed during the development of the proposed Program amendment (below); and

Whereas: By agreement between the Council and the Connecticut Department of Transportation, public involvement activities carried out by the South Central Regional Council of Governments in response to U.S. Department of Transportation metropolitan planning requirements are intended to satisfy the requirements associated with development of a Statewide Transportation Improvement Program and/or its amendment; and

Whereas: Council of Governments’ review of transportation goals, projects and opportunities may result in further adjustment or amendment of the Program.
Resolution
Fiscal Year 2012-Fiscal Year 2015 Transportation Improvement Program Amendment Twenty Two (continued)

Now, Therefore, Be It Resolved By the Council of Governments:

The Program Amendment Twenty Two shall be transmitted to the Connecticut Department of Transportation, for inclusion in the State Transportation Improvement Program

The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the South Central Regional Council of Governments on February 26, 2014

Date: February 26, 2014. By: 
First Selectman Fillmore McPherson, Secretary
South Central Regional Council of Governments

127 Washington Avenue, 4th Floor West, North Haven, CT 06473
www.scrcog.org  T (203) 234-7555  F (203) 234-9850  camento@scrcog.org
Resolution

Annual Planning Certification

Whereas: 23 CFR 450.334 describing the metropolitan transportation planning process requires states and metropolitan planning organizations to annually certify to the U.S. Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) that the planning process is addressing the major issues facing the area and is being conducted in accordance with all applicable requirements of:

1) Section 134 of Title 23, U.S.C., Section 8 of the Federal Transit Act (49 U.S.C. app. 1607) and CFR Part 450 as amended by SAFETEA-LU (PL 109-59);
2) Sections 174 and 176 (c) and (d) of the Clean Air Act (42 U.S.C. 7504, 7506 (c) and (d));
3) Title VI of the Civil Rights Act of 1964 and the Title VI assurance executed by each state under 23 U.S.C. 324, as amended by SAFETEA-LU (PL 109-59) and 29 U.S.C. 794;
4) Section 1003(b) of the Intermodal Surface Transportation Efficiency Act of 1991 (Pub. L. 102-240) regarding the involvement of disadvantaged business enterprises in the FHWA and the FTA funded planning projects (Sec. 105(f), Pub. L. 97-424, 96 Stat. 2100; 49 CFR Part 23) and

Now, Therefore, Be It Resolved By the Council of Governments

That South Central Connecticut’s transportation planning process is being conducted in accordance with the above requirements.

Certificate

The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Council of Governments on February 26, 2014.

Date: February 26, 2014  By:  
Fillmore McPherson, Secretary  
South Central Regional Council of Governments
AFFIRMATIVE ACTION POLICY STATEMENT

It is the policy and practice of SCRCOG to assure that no person will be discriminated against or denied the benefits of any activity, program or employment process receiving public funds, in or in part, in the areas of employment, recruitment, advertising, hiring, upgrading, promoting, transferring, demoting, layoffs, terminations, rehiring, employment and/or rates of pay and other compensations.

SCRCOG is an Affirmative Action/Equal Opportunity Employer and is strongly committed to all policies which will afford equal opportunity employment to all qualified persons without regard to an individual’s race, color, religious creed, age, sex, marital status, national origin or ancestry, sexual orientation, the request or requirement for genetic background information, present or past history of mental disorder, mental retardation, learning disability or physical disability, including but not limited to, blindness, conviction of a crime unless provisions of Conn. Gen Statutes 46a-60(b), 45a-80(b), or 46a-81(b) are controlling or there is a bona fide occupational qualification excluding individuals in any of the protected groups. Such action shall include: Employment, upgrading, demotion or termination; rates of pay or other forms of compensation; and selection of training, including apprenticeship, pre-apprenticeship and/or on-the-job training. This policy and practice applies to all persons, particularly those who are members of the protected classes identified as being African American, Hispanic, Asian, American Indian, Women, and persons with disabilities.

SCRCOG will implement, monitor, enforce and achieve full compliance with this Affirmative Action Policy Statement in conjunction with the applicable federal and state laws, regulations, and executive orders, and the Equal Employment Opportunity (EEO) contract provisions listed below:

2. Presidential Executive Order 11246 as amended
3. Title 23 U.S.C. 140
4. Title 49 C.F.R. Part 26
5. Governor’s Executive Orders #3 and #17
6. Connecticut Fair Employment Practices Act
7. Americans with Disabilities Act of 1990
8. Public Act No. 91-58
9. Specific Equal Employment Opportunity Responsibilities
11. A (76) Affirmative Action Requirements
12. Training Special Provision
13. Minority Business Enterprises as Subcontractors
15. Nondiscrimination Act
16. Connecticut General Statutes § 4a-60(a)(1) and § 4a-60(a)(1), as amended in State of Connecticut Public Act 07-245 and sections 9(a)(1) and 10(a)(1) of Public Act 07-142.

In implementing this policy and ensuring that equal opportunity is being provided to protected class members, each time a hiring opportunity occurs SCRCOG will contact and request referrals from minority
and female organizations, referral sources, and media sources. All advertising will emphasize that the firm is “An Affirmative Action/Equal Opportunity Employer.”

In addition to the normal procedures for filling a job (i.e., placing ads in major newspapers, employee referrals), SCRCOG will also contact minority and female referral sources to place job openings. These sources are listed below:

<table>
<thead>
<tr>
<th>Name / Referral Source</th>
<th>Address</th>
<th>Contact Person</th>
<th>Telephone #</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Northeast Minority News</td>
<td>3580 Main Street</td>
<td>Gloria Draper</td>
<td>(860) 249-6065</td>
</tr>
<tr>
<td></td>
<td>Hartford, CT 06120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. La Voz Hispana</td>
<td>51 Elm St., Suite 307</td>
<td>Norma Rodriguez</td>
<td>(203) 865-2272</td>
</tr>
<tr>
<td></td>
<td>New Haven, CT 06510</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Unemployment Office,</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of CT (online)</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: SCRCOG will periodically update our referral sources listing if it is determined that it is not meeting the needs of the hiring of protected-class employees.

In order to substantiate SCRCOG’s efforts and affirmative actions to provide equal opportunity, the firm will maintain and submit, as requested, documentation such as referral request correspondence, copies of advertisements utilized and follow-up documentation to substantiate that efforts were made in good faith. SCRCOG will maintain internal EEO/affirmative action audit procedures and reporting, as well as record keeping systems.

It is understood by SCRCOG, including the Equal Employment Opportunity (EEO) Officer and supervisory and managerial personnel that failure to effectively implement, monitor, and enforce SCRCOG’s affirmative action program and failure to adequately document the affirmative actions taken and efforts made to recruit and hire minority and female applicants, in accordance with our affirmative action program in each instance of hire, will result in SCRCOG being to recommit itself to a modified and more stringent affirmative action program prior to receiving approval. It is recognized that an approved affirmative action program is a prerequisite for performing services for this contracting agency. SCRCOG employees are being advised of their responsibilities to ensure the success of the program. The ultimate responsibility for the Affirmative Action Program rests with the Executive Director. However, the day-to-day duties will be coordinated by Albert Ruggiero, Jr., who has been designated the Equal Opportunity Officer for this agency.

This Affirmative Action Plan has my whole-hearted support. In addition, each manager and supervisor, as well as all employees, are directed to aid in the development and implementation of the program and will be responsible for compliance to its objectives.

ASSIGNMENT OF RESPONSIBILITIES

SCRCOG shall designate a responsible official to monitor all employment related activity to ensure that SCRCOG’s EEO policy is being implemented.

SCRCOG hereby appoints Albert Ruggiero, Jr. the **Affirmative Action/Equal Employment Opportunity Officer** of SCRCOG.

In addition to the above named individual’s duties, the Affirmative Action/Equal Opportunity Officer shall:

1. Develop, implement and monitor progress on this firm’s Affirmative Action Plan.
2. Acquaint workers with their specific responsibilities under the Plan.
3. Initiate and maintain contact with recruitment sources and organizations servicing members of protected groups concerning the achievement of affirmative action requirements.
4. Conduct meetings and orientation sessions, as necessary, to advise workers and management of the goals of the Plan.

Date: February 26, 2014

Carl Amento, Executive Director
Resolution

Calendar Year 2014 Affirmation Action Program and Policy Statement

Whereas: The Connecticut Department of Transportation, requires that all contractors, establish and annually submit an Affirmative Action Program and Policy Statement, which describes affirmative hiring practices relative to minority persons and women; and

Whereas: The Council of Governments Affirmative Action Program and Policy Statement shall be approved by the Connecticut Department of Transportation; and

Now, Therefore, Be It Resolved That:


2. The Council of Governments authorizes its Chairman to execute the "Affirmative Action Policy Statement" which will guide its Calendar Year 2014 Affirmation Action Program, including as part of its policy to support the nondiscrimination agreements and warranties required under Connecticut General Statutes § 4a-60(a)(1) and § 4a-60a(a)(1) as amended in State of Connecticut Public Act 07-245 and sections 9(a)(1) and 10(a)(1) of Public Act 07-142.

3. Appoints Albert Ruggiero, Jr. to continue to serve as Equal Employment Opportunity Enforcement Officer and to perform the duties identified in the "Affirmative Action Policy Statement."

Certificate

The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Council of Governments on February 26, 2014.

Date: February 26, 2014

By: Fillmore McPherson, Secretary
South Central Regional Council of Governments
Proposal for SCRCOG Committees

Current Committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>Members</th>
<th>Meeting Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Committee</td>
<td>8</td>
<td>Monthly, when necessary</td>
</tr>
<tr>
<td>Personnel Committee</td>
<td>4</td>
<td>As necessary, often combined with Executive Committee</td>
</tr>
<tr>
<td>Transportation Committee</td>
<td>7</td>
<td>Monthly</td>
</tr>
<tr>
<td>Public Safety/Domestic Preparedness Committee</td>
<td>4</td>
<td>No schedule, has not met</td>
</tr>
<tr>
<td>Open Space Committee</td>
<td>4</td>
<td>No schedule, has not met</td>
</tr>
</tbody>
</table>

Proposed Committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>Members</th>
<th>Meeting Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Committee</td>
<td>8</td>
<td>Monthly, when necessary</td>
</tr>
<tr>
<td>Administrative &amp; Personnel Sub Committee</td>
<td>4</td>
<td>Quarterly (Jan., April, July, Oct.)</td>
</tr>
<tr>
<td>Transportation Committee</td>
<td>7</td>
<td>Monthly</td>
</tr>
<tr>
<td>Emergency Preparedness/Hazard Mitigation Committee</td>
<td>4</td>
<td>Quarterly (Feb., May, Sept., Nov.)</td>
</tr>
<tr>
<td>Land Use &amp; Environment Committee</td>
<td>4</td>
<td>Quarterly (Dec., Mar., June, Sept.)</td>
</tr>
<tr>
<td>Municipal Services Committee</td>
<td>4</td>
<td>Quarterly (Feb., May, Sept., Nov.)</td>
</tr>
</tbody>
</table>
Proposed Committees - Comparison with Other COGs

The proposed committees reflect the issues SCRCOG is working on now and in the foreseeable future.

Most Councils of Government have committee structures similar to what is being proposed. The subject matters of the committees reflect the issue or work areas of the particular COG.

The National Association of Regional Councils (NARC), representing over 500 regional councils nationwide, has four issue areas:

- Transportation
- Economic and Community Development
- Environment
- Homeland Security/Public Safety

The Capitol Region Council of Governments (CRCOG), with thirty municipalities, has four subject matter committees:

- Transportation
- Regional Planning
- Municipal Services
- Public Safety

CRCOG’s staff of 22.5 FTE employees are divided into five departments:

- Finance
- Policy Development and Planning
- Transportation
- Public Safety and Homeland Security
- Municipal Services

The Greater Bridgeport Regional Council (GBRC), with seven municipalities, has four technical committees:

- Transportation
- Conservation
- Geospatial
- Regional Planning

GBRC has five project areas:

- Transportation
- Land Use and Regional Growth
- Economic Development
- Environment and Sustainability
- Public Safety
Proposed Committees - Comparison with Other COGs

Southwestern Regional Planning Agency (before recent merger with the Housatonic Valley Council of Elected Officials) had six committees for its eight municipalities:

- Finance
- Environment
- Transportation
- Referrals
- Transit-Oriented Development
- Legislative Policy

Southeastern Connecticut Council of Governments, representing twenty towns based in the New London area, has four issue areas:

- Transportation
- Regional Planning
- Economic Development
- Emergency Management
FY 2014 Budget Revision # 2

Budget Revision # 2 increases SCRCOG’s overall budget by $206,281 to $1,935,042, with the addition of work carried over from Fiscal Year 2012-2013 and an amended expenditure related to the Regional GIS Program for FY 2013-2014. The work carried over from FY 12-13 includes $118,000 of transportation projects, $37,558 for hazard mitigation grant planning, and $7,716 for the Sustainable Communities grant project. It is anticipated that all of the carried over work will be completed within this fiscal year.

New to the FY 2013-2014 Budget is $42,907 for the purchase of orthoimagery from the Regional Water Authority. The funding for this purchase is advanced to this fiscal year from the contingency of this five-year Regional Performance Incentive Program grant project. It does not increase the total project cost and this amendment to the grant project budget was approved by the Office of Policy and Management.

The following are revision highlights:

1. The revenue increase of $206,281 is broken down as follows:
   a. $94,480 for U.S. Department of Transportation (FY 2012-2013 carryover)
   b. $11,810 for CT Department of Transportation (FY 2012-2013 carryover)
   c. $11,810 from Reserves (local match for FY 2012-2013 Transportation carryover)
   d. $37,558 for FEMA Hazard Mitigation Grant (FY 2012-2013 carryover)
   e. $7,716 for Sustainable Communities Planning Grant (FY 2012-2013 carryover)
   f. $42,907 for the Regional GIS Program Grant (advance funding from future project years)

2. Corresponding expenditures are added to the 2013-2014 Approved Budget as follows:
   a. $118,100 for Transportation Consultant Services (FY 2012-2013 carryover)
   b. $20,000 for Hazard Mitigation Plan Consultant Services (FY 2012-2013 carryover)
   c. $42,907 for Regional GIS Program – Orthoimagery (advance funding from future project years)
   d. $25,274 for Contingency (carryover of unexpended FY 2012-2013 funds of two multi-year projects $7,716 from Sustainable Communities and $17,558 from Hazard Mitigation)

Actual line item revisions appear on the following page, followed by a resolution authorizing budget action.
<table>
<thead>
<tr>
<th>Revenue</th>
<th>Current Budget</th>
<th>Proposed Change</th>
<th>Revised Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Contribution</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Municipal Contribution - Current Year</td>
<td>153,700</td>
<td>-</td>
<td>153,700</td>
</tr>
<tr>
<td>ROOF - Regional Foreclosure Fund (from Reserves)</td>
<td>10,000</td>
<td></td>
<td>10,000</td>
</tr>
<tr>
<td>Reserves for FY 2012-2013 Transportation Match</td>
<td>-</td>
<td>11,810</td>
<td>11,810</td>
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<tr>
<td>Transportation Planning</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>U.S. Department of Transportation - FY 2012-2013</td>
<td>-</td>
<td>94,480</td>
<td>94,480</td>
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<tr>
<td>CT Department of Transportation - FY 2013-2014</td>
<td>113,627</td>
<td>-</td>
<td>113,627</td>
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<tr>
<td>CT Department of Transportation - FY 2012-2013</td>
<td>-</td>
<td>11,810</td>
<td>11,810</td>
</tr>
<tr>
<td>Regional Planning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connecticut Office of Policy &amp; Management</td>
<td>14,000</td>
<td></td>
<td>14,000</td>
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<td>Regional GIS Program</td>
<td>331,893</td>
<td>42,907</td>
<td>374,800</td>
</tr>
<tr>
<td>Shared Services Study</td>
<td>40,923</td>
<td>-</td>
<td>40,923</td>
</tr>
<tr>
<td>Envision Greater New Haven</td>
<td>80,000</td>
<td></td>
<td>80,000</td>
</tr>
<tr>
<td>Regional Jobs and Transit Access Study</td>
<td>12,000</td>
<td></td>
<td>12,000</td>
</tr>
<tr>
<td>Shared Services Study Implementation</td>
<td>19,000</td>
<td></td>
<td>19,000</td>
</tr>
<tr>
<td>Investment Income</td>
<td>1,200</td>
<td>-</td>
<td>1,200</td>
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<tr>
<td>Sustainable Communities Grant</td>
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<tr>
<td>Sustainable Communities Reg Planning Grant</td>
<td>13,384</td>
<td>7,716</td>
<td>21,100</td>
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<tr>
<td>Hazard Mitigation Plan</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Federal Emergency Management Agency</td>
<td>22,842</td>
<td>37,558</td>
<td>60,400</td>
</tr>
<tr>
<td>Municipal - In-Kind Contribution</td>
<td>7,177</td>
<td></td>
<td>7,177</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,728,761</td>
<td>206,281</td>
<td>1,935,042</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Current Budget</th>
<th>Proposed Change</th>
<th>Revised Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>446,625</td>
<td>-</td>
<td>446,625</td>
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<tr>
<td>Benefits</td>
<td>192,058</td>
<td>-</td>
<td>192,058</td>
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<tr>
<td>Travel</td>
<td>8,300</td>
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<td>8,300</td>
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<tr>
<td>Computer Supplies &amp; Software</td>
<td>45,400</td>
<td>-</td>
<td>45,400</td>
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<tr>
<td>Rent</td>
<td>101,700</td>
<td>-</td>
<td>101,700</td>
</tr>
<tr>
<td>General Office Expenses</td>
<td>69,385</td>
<td>-</td>
<td>69,385</td>
</tr>
<tr>
<td>Transportation Consultant Services</td>
<td>402,000</td>
<td>118,100</td>
<td>520,100</td>
</tr>
<tr>
<td>Other Consultants and Contributions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROOF - Regional Foreclosure Fund</td>
<td>10,000</td>
<td>-</td>
<td>10,000</td>
</tr>
<tr>
<td>Hazard Mitigation Plan</td>
<td>15,000</td>
<td>20,000</td>
<td>35,000</td>
</tr>
<tr>
<td>GIS Consultant - Project Development</td>
<td>194,300</td>
<td></td>
<td>194,300</td>
</tr>
<tr>
<td>Regional GIS Program - Orthoimagery</td>
<td>-</td>
<td>42,907</td>
<td>42,907</td>
</tr>
<tr>
<td>Shared Services Consultant</td>
<td>30,000</td>
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<td>30,000</td>
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<tr>
<td>Envision Greater New Haven</td>
<td>80,000</td>
<td></td>
<td>80,000</td>
</tr>
<tr>
<td>Regional Jobs and Transit Access Study</td>
<td>12,000</td>
<td></td>
<td>12,000</td>
</tr>
<tr>
<td>Shared Services Study Implementation</td>
<td>19,000</td>
<td></td>
<td>19,000</td>
</tr>
<tr>
<td>Total - Other Consultants and Contributions</td>
<td>360,300</td>
<td>62,907</td>
<td>423,207</td>
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<tr>
<td>Contingency</td>
<td>102,994</td>
<td>25,274</td>
<td>128,268</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,728,761</td>
<td>206,281</td>
<td>1,935,042</td>
</tr>
</tbody>
</table>
Resolution
South Central Regional Council of Governments
Fiscal Year 2014 - Budget Revision # 2

Whereas: South Central Regional Council of Governments on June 26, 2013 adopted an operating budget for Fiscal Year 2014, and

Whereas: SCRCOG By-Laws require any revision to the operating budget greater than 10% of the operating budget be approved by the Council of Governments.

Now, therefore be resolved by the South Central Regional Council of Governments:

That Fiscal Year 2014 Budget Revision # 2 is adopted.

Certificate:

The undersigned duly qualified and acting Secretary of the South Central Regional Council of Governments certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the South Central Regional Council of Governments on February 26, 2014.

Date: February 26, 2014

By:

Fillmore McPherson, Secretary
South Central Regional Council of Governments
Executive Director’s Report – February 19, 2014  
Ginny Kozlowski

**Brownfield Projects**
- Finalizing Grant Agreement on Hamden Incubator Site
- 43 Atwater Assessment, Bethany – Submitted Grant Request to DECD for Assessment Funding
- Regional Brownfield Inventory Grant – Closed on Grant

**Business Development – Retention/Attraction**
- Executing Memoranda of Understanding with Team Leaders for the Regional Action Agenda – on-going
- Continuing to work with a number of bioscience/life science companies looking to locate/expand in the region
- Moving forward on the establishment of a New Market Tax Credit and EB-5 programs
- Regional Performance Incentive Grant Study – Next Street Buy Local Study launched in December – on-going
- Continuing work with the Regional Purchasing Council in conjunction with COG
- Hosting a Regional Housing Group Summit with David Fink, Policy Director, Partnership for Strong Communities, UIL Holdings and The Greater New Haven Community Loan Fund – April 3
- Identifying opportunities for high volume water business consumers to assist RWA
- Preparing for Envision Greater New Haven project

**Marketing**
- Executive Summary of the 2013 CEDS
- Continuing ad sales for the 2014-15 Cultural & Visitor Guide
- Presentation to the Greater New Haven Sports Council on the economic impact of regional sports events
- Identified 2014 Trade Shows for participation
- Meeting at Tweed for digital marketing on terminal screens and viewing the available meeting space
- Tongal conference call
- Network Connecticut and tourism constituent meeting

**Media Hits:**
- Meetings Focus Magazine
- Prime Magazine

**Media Inquiries:**
- Leisure Group Travel
- Boston Globe
- Washington Post
- Discover New England
- Amtrak Arrive Magazine
- Coastal Connecticut Magazine
CTrides Promotional Activities

In the fourth quarter of 2013, CTrides began working on an aggressive new marketing plan with reach on TV, Radio, Billboards, Print and Online Media. In addition to advertising, CTrides will also reinforce messaging to beef up its state-wide presence using Public Relations, Social Media and Outreach Activity.

The new advertising creative features a spokesperson and animated visuals which tie into the brand. CTrides will air three broad messages: program awareness, savings and congestion reduction. Details are listed below:

Paid Advertising:
- Three unique television commercials will air, each with a corresponding radio spot
- In all ads, the same spokesperson talent will be used
- TV Air Date—(1/26) Cable and local channels
- Billboard—(2/3) Hartford, New Haven, Bridgeport, Waterbury
- Radio—(1/26) 30 sec spots on both Pandora and local stations

Public Relations will promote CTrides via:
- Public Radio sponsorships
- Telecommute pitched to media as integral part of Business Continuity Plan
- Chambers of Commerce break-out sessions
- Commuter Rewards Press Release
- Commuter Profiles
- Improved approach/consumer interaction at Outreach Worksite Events
- Addition of virtual events in between onsite events — webinars on Commuter Rewards, Try-It Passes & Guaranteed Ride Program
- New Media Kit
Promotional Activities (cont’d)

Owned Assets

In addition to paid media, CTrides is also using its owned assets: social media, partner email lists and its program website to echo paid messaging.

Social Media

The strategy for the CTrides Facebook and Twitter communications involves a number of enhancements to the look and feel of the social sites incorporating visuals from the advertising campaign. CTrides will also increase commuter engagement with the improvements noted below:

Facebook
- Incorporate ad and web visual elements on site
- Rotate seasonal images
- Add Program tab with CTrides’ program features
- Add Reward tab explaining program
- Place posted videos under Video tab
- Offer a Commuter Challenge
- Increased engagement on Partners’ sites
- Posting Commuter videos

Twitter
- Increase number of postings
- Add commuter content postings
- Encourage following/questions/re-tweets

You Tube
- Post CTrides advertising videos
- Employer/Commuter testimonials
- Video announcements
Promotional Activities (cont’d)

Newsletter

To maintain continued engagement with our business partners, CTrides sent it’s December eNewsletter featuring a few of the program’s highlights: the growth of CTrides’ Connecticut commuter and partner participation, a longtime partner’s success story and technology advances for easy telecommuting.

The eNewsletter response rate was 25%, with the most click-throughs to the CTrides website going to the reward program page (26%), the Partner pages (20%) and the Commute Calculator (20%).

Website

This Fall, CTrides has taken on the task of completely rebuilding its website. The original website, built in 2007/8, had received a facelift in November of 2012, but this year’s web work will take advantage of recent technological advances to be more format-friendly for the increasing number of mobile device users. The site will also be more navigable, and have updated content throughout.

This quarter, the team worked on the new sitemap, wireframe, and design. January through March will be the technical build with the expected launch date in early Spring 2014.

On the homepage, the new website will feature a “Personal Commute Plan” option on the home page for those seeking a customized commute plan as well as a step-by-step guide to signing up for commuter rewards. The Carpool Matching tool will also be prominent in the new site as carpooling is a major solution to many Connecticut drivers without easy access to transit.
Worksite Activity

Fall activity for the Outreach Coordinators focused heavily on CTrides’ partners in Connecticut’s student community, a population of over 77,000 people. The largest schools, like Yale (14,500 students), Central CT State University (10,000) and Quinnipiac University (7,500) all held student orientation days and CTrides was there to let students know about their commute options.

Our student-based contest “Show Us How Your Ride” had two fall winners, one bus rider and one bicyclist who both received prizes helping them with their green commutes.

Notable new partnerships for the quarter included the Department of Labor (Wethersfield), Job Corps (New Haven) and Kimberly House Health Care (Windsor)

Outreach activity details are segmented by region on the following pages with a full list of current partners in Appendix I.
Regional Worksite Highlights

Eastern CT represents the Hartford, Windham and Central regions of Connecticut

Highlights
- United Steel - New vanpool
- Aetna CTRides & CTfastrak event
- General Cable Including CTRides info in hire packets & website
- Veterans’ Affairs Annual Energy Fair (3 locations)
- MassMutual Transportation Fair Relocation information
- Town of Windham email blast sent with town newsletter
- CT Children’s Medical Center 2013 participation included 6 events, an email blast & onsite presentations
- DEEP Commuter of Month program in 2014
- Capital Community College added CTRides information to onsite TDM displays
- Central CT State University working with Sustainability Committee on climate action report
- Kimberly House Health Care (Windsor) New Partner
- UCONN (Storrs) Parking Management Meeting on 7.0 Nu-Ride
- RM Bradley tenants meeting to set up a shuttle for tenants within the Hartford Area & added carpool information to online bulletin
- UCONN Health Center 2014 planning for all 3 shifts for vanpool and carpool opportunities
- CT Dept of Transportation
- DEEP (Hartford)
- Department of Economic & Community Development
- Duncaster Retirement Community
- Glastonbury Chamber of Commerce
- Glastonbury Town Hall
- Goodwin College
- Henkel Corp Follow Up Meetings
- Lincoln Tech
- Pratt and Whitney
- Prudential
- Seabury
- Stone Academy - Student Event
- The Hartford

Events
- Allied World Assurance
- Assurance Inc.
- General Cable
- Town of Wethersfield
- Travelers
- Trinity College Employee Fair
- Tunxis Community College
- UCONN Work/Life Expo
- UCONN Health Center Transportation Challenge with CTfastrak, Try-It Event
- VA Newington
Southern CT represents Middlesex and southern CT coastal regions

New Meetings
- Mystic Aquarium: Presentation to 150 employees at quarterly meeting on launch of aquarium's new preferred parking program
- 555 Long Wharf: Multi-tenant commuter event promoting company shuttle from Union Station
- Three Rivers Community College: Commuter events targeted to assist partner with increasing ridership on new express service
- 3M Purification: Planning to meet with employees in smaller groups such as Lunch & Learns over upcoming months and send email blasts for employees
- University of New Haven: Meeting for student Lunch & Learn in student lounge
- Kennedy Center: Presentation to staff to educate students about taking public transportation
- Green Street Arts Center: Adding a commuter board in their lobby
- Town of North Branford: Adding CTrides' material display
- Albertus Magnus: Creating a strategic transportation plan for 2014 academic year
- Aces: Held 2014 planning for events at their multiple locations

Events
- 3M Purification
- Aces / Access
- Albertus Magnus
- American Heart Association
- Anthem Blue Cross Blue Shield
- Covidien
- CT Works - New Haven
- Estuary Transit
- Higher One
- Job Corps New Haven
- Kennedy Center

Meetings
- Live Nation
- Middlesex CC
- PULSE
- Three Rivers CC
- Town of Hamden
- Town of Wallingford
- University of New Haven
- Watson Foods
- Wesleyan University
- Yale University

Worksite Highlights
Quarterly Report
Oct—Dec 2013

Worksite Highlights

Western CT represents Litchfield, Housatonic, Bridgeport & Stamford regions.

**Highlights**

- **New Partners:** City of Waterbury Public Health, Waterbury Public Schools, Thomaston Public Schools
- **Cartus** Celebrated their annual ‘Cartus Rideshare Day’ in October with great employee participation. They would like to start developing a vanpool program in 2014
- **Albea Metals America** (Watertown) looking for potential opportunities for employees to car/vanpool using commute origin maps at events
- **Housatonic Community College** looking to facilitate greater participation of both faculty and student populations due to proximity of Bridgeport’s transit hub
- **HomeServe USA** 81 Employee Survey responses received to gauge employee interest in vanpools and transit after company’s relocation in late November
- **Thomaston BOE** Commuter Origin maps created to identify ridesharing opportunities for teachers in the school system
- **Torrington Public School** CTrides Outreach services requested through Customer Service

**Meetings**

- Albea Corp
- Bigelow Tea
- Black Rock Elementary School
- Bridgeport Public Schools
- Bridgewater Associates
- CE Alliance
- COGCNV
- Fuel Cell Energy
- GBT
- General Cable
- Green Fair
- HARTransit
- HVCEO
- Keep America Beautiful
- Kennedy Center
- Konover Residential
- LHCEO
- Litchfield High School
- Macy's Logistics
- Marcus Partners
- Naugatuck Valley Community College
- Newtown Public Schools
- Northwestern Mutual
- Norwalk Transit
- NWCOG
- R.B. Birge Company
- Reckson/SL Green
- Stone Academy
- SWRPA
- The Exchange Club
- Town of Fairfield
- Town of Litchfield
- Town of Prospect
- VCOG

Events

- Arga Investment
- ASML Corporation, Inc.
- Belimo
- Cartus
Customer Service & Operations

With the Rail Parking program firmly underway following last quarter’s launch, calls for parking applications steadied out after the initial surge. With the addition of an online order form on CTrides.com, 65% of parking requests were generated through this channel rather than phone.

Additionally for the Customer Service Personnel, quarterly training was implemented to ensure all staff were using the most updated processes and procedures.

3rd Quarter 2013

- 2,466 — Inbound Calls
- 528 — Email Inquiries
- 249 — Outbound Calls
- 272 — Online Chats

Customer Inquiry Details:

- **3,515 Total Inquires into CTrides**
  - 3,515 inbound calls - a decrease of 563 calls over last quarter (including 4 callers using Spanish as their primary language and 14 from people with disabilities)
  - Answered 528 email inquiries
  - Made 249 outbound calls
  - Facilitated 272 live chats

- Provided 132 Guaranteed Rides to 85 monthly van, 28 express bus commuters and 18 Shore Line East train riders, 5 Metro-North rail shuttle riders

- Sent 15 trial bus passes to commuters meeting the program’s Trial Ride criteria.

- A follow-up survey for the quarter netted the following results: 11 follow-up survey respondents, 10 used the pass, 10 will continue to use transit and 10 rated service 4-5 out of 5
Commuter Reward Program

In 2013, 5,530 Connecticut Commuters registered for CTrides’ Ridematch & Rewards program. In addition, big news this fall was the development and launch of the NuRide 7.0 website. The launch, on December 9, was essentially a complete re-write and design of the previous site, focusing its attention heavily on today’s mobile audience and optimizing the site for usability on mobile platforms.

The upgrade was site-wide and simplified the registration, tracking & rewards processes.

Additionally, now potential members get to see actual carpoolers traveling in their area and state-specific rewards available prior to having to register. These changes give the user a more detailed ‘test drive’ before signing on as a member.

Technical Updates:
- Optimized layout & responsive design for smartphones, tablets & computers
- Site reduced from 50 pages to 28
- Google translation on every page
- Streamlined sign up (fewer steps)
- No longer need to verify accounts
- See carpool matches before joining
- Members see rewards in real-time
- Ability to invite friends & share rewards on social sites, text, & email with one click.

Preliminary Results:

Shortly after the release, Google Analytics showed:
- A 100% increase in visitors now using mobile devices (25% of total users)
- Faster page downloads (0.05 sec.)
- Increase in “end of the day” and weekends
CTrides Telecommute Program

Marketing Activities:

To attract additional clients from the Connecticut business base, CTrides has been doing outreach to emphasize the ease of setting up a remote office location, using today’s technical advances as well as how telecommuting can be a key piece of a Business Continuity Plan, especially during this stormy fall/winter season.

Marketing efforts are summarized below:

- Facebook commuter questionnaire, “Think Telecommuting is Right For You?” which asks basic questions about job responsibilities and recommends a discussion with a manager if telecommuting is viable.

- Telecommute enewsletter article: “Telecommuting Technology - Easier Than You Think”

- CTrides Outreach Team training with these goals:
  1) Deepen knowledge of “industry” language/concepts for worksites conversations including: defining telecommuting practices, types of programs, potential roadblocks and solutions.
  2) Exposure to best practices policies widely applied in today’s home/mobile work environments.

- Pitching speaking engagements for business conferences

- Review of statewide business calendar for presentation/networking opportunities

- Conference in Washington DC—Offered best practice assistance to DC organization for billing/coding operations. Since then a notable increase in out of state inquiries from hospitals/healthcare organizations

- Review of recently released Citrix survey conducted by Global Workplace Analytics

Client Activities:

- UConn Health Center - COO finalizing policy for 3-4 month pilot. Available technology & resources sufficient for pilot

- LR Business Solutions - Discussions on best practices and policy trends in health care community

- Outreach to current clients to confirm status of telecommute programs and to assistance with expansion & training
As of the 4Q 2013, there are more than 225 businesses, agencies and municipalities partnered with CTrides — New Partners highlighted in bold

1. A&A
2. 3M Purification
3. Aaron Manor
4. Acme Monaco Group
5. Albertus Magnus College
6. Aldrich Contemporary Art Museum
7. Allied World Assurance Inc.
8. American Cancer Society
9. American Heart Association
10. Anthem Blue Cross Blue Shield
11. Aurora Products
12. BELIMO Aircontrols
13. Big Y
14. Bigelow Tea
15. BikewalkCT
16. Bishop Woods Executive Academy
17. BLT Management, LLC
18. Branford Hall
19. Branford Hall - Southington Campus
20. Branford Hall (Windsor)
21. Bridgeport Fitting
22. Building & Land Technology
23. Capital Community College
24. Capitol Region Council of Governments
25. Cartus
26. Cheshire Public Schools
27. CHUBB Specialty Insurance
28. City of Bridgeport
29. City of Danbury
30. City of Milford
31. City of New Haven
32. City of Stamford Land Use Bureau
33. City of Waterbury
34. City of Waterbury Public Health
35. City of West Haven
36. CJS Millwork
37. Clearwater Paper
38. Comet Technologies
39. Connecticare
40. Connecticut Children’s Medical Center
41. Connecticut Department of Transportation
42. Connecticut Economic Resource Center
43. Connecticut Valley Hospital
44. Council of Governments of the Central Naugatuck Valley
45. Coventry Public Schools
46. Coviden
47. Cromwell Children’s Home
48. CT Transit
49. Connecticut Water
50. CT Works
51. CW Resources
52. Danbury Public Schools
53. Department of Administrative Services
54. Department of Economic and Community Development
55. Department of Emergency Services & Public Protection
56. Department of Energy and Environmental Protection (Hartford)
57. Department of Energy and Environmental Protection (New Britain)
58. Department of Labor (Wethersfield)
59. Department of Public Health (Rocky Hill)
60. Department of Revenue Services
61. Diageo, Inc.
62. Duncaster Retirement Community
63. Eastern Connecticut State University
64. Eastern Connecticut Transportation Consortium
65. Eastern Workforce Investment Board
66. Electric Boat
67. Emhart Technologies
68. Fairfield Public Schools
69. Ferguson Electric CO
70. FTD
71. Fuel Cell Holdings
72. Fusco Corporation
73. Gateway Community College
74. Generations Family Health Center
75. General Cable
76. Glastonbury Chamber of Commerce
77. Globe Pequot Press
78. Goodwin College
79. Greater Bridgeport Regional Council
80. Greater Bridgeport Transit
81. Greater Waterbury YMCA
82. Guilford Rotary
83. Hartford Steam Boiler
84. HARTransit
85. Hersam/Acorn Newspapers
86. Higher One
Appendix A: Partner List

87. Holiday Inn
88. Housatonic Community College
89. Housatonic Valley Council of Elected Officials
90. Hughes Health and Rehabilitation
91. IKEA - New Haven
92. Job Corps (New Haven)
93. Junior Achievement
94. Keep America Beautiful
95. Kimberly House Health Care (Windsor)
96. Lawrence + Memorial Hospital
97. Legrand Ortronics
98. LIMRA
99. Lincoln Culinary Institute (Hartford)
100. Lincoln Life Insurance/ Harbor Group Management
101. Lincoln Technical Institute (New Britain)
102. Litchfield Public Schools
103. Live Nation
104. Lord Chamberlain Nursing Center
105. Lowe’s Distribution Center
106. Macy’s Logistics & Operations
107. Macy’s.com
108. Malkin Properties
109. Manchester Community College
110. Marrakech
111. MassMutual
112. Memry Corporation
113. Mercy Community Health
114. Middlesex Community College
115. Middlesex Community College (Meriden Campus)
116. Middlesex Hospital
117. Middletown Downtown Business District
118. Milford Chamber of Commerce
119. Moore Medical
120. Morgan Stanley
121. Mystic Aquarium
122. Naugatuck Valley Community College
123. New Britain CT Works Center
124. New Britain Downtown District
125. Newton-Foster Home Care Agency
126. Newtown High School
127. Newtown Public Schools
128. Northeast Utilities
129. Northeastern Connecticut Council of Governments
130. Northeastern CT Transit District
131. Northwest Connecticut Chamber of Commerce
132. Norwalk Community Technical College
133. Norwalk Transit
134. Oracle Corporation
135. Orange Transportation Management Association
136. Prides Corner Farms Inc
137. Projects Inc
138. Prudential
139. PULSE
140. Purdue Pharma
141. Pratt & Whitney (East Hartford)
142. Pratt & Whitney (Middletown)
143. Quinebaug Valley Community College
144. Quinnipiac University
145. Radiall USA Inc.
146. Reckson/SL Green
147. RM Bradley
148. Saint Francis Hospital
149. SARAH Inc.
150. Seabury Retirement Community
151. Seton
152. Siemens Healthcare Diagnostics
153. Southern Connecticut State University
154. Southington Care Center
155. Southwest Community Health Center
156. St. Mary’s Hospital
157. Stamford Chamber of Commerce
158. Stamford Downtown Special Services District (SDSSD)
159. Starwoods Hotel
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<th>Appendix A: Partner List</th>
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<td>160. Stone Academy</td>
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<td>161. Stone Academy (East Hartford)</td>
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<td>162. Sunlight Solar Energy</td>
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<td>163. SWRPA</td>
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<td>164. Thames Valley Council for Community Action</td>
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<td>165. The Davis Companies</td>
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<td>166. The Kennedy Center, Inc.</td>
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<td>195. Travelers</td>
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<td>197. Tunxis Community College</td>
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<td>198. UConn Health Center</td>
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<td>200. United Illuminating</td>
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<td>201. United Steel</td>
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<td>202. University of Connecticut (Storrs)</td>
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<td>207. Valley Transit District</td>
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<td>208. Veterans Affairs Connecticut Healthcare System (Newington)</td>
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<td>210. Village Manor Health Care</td>
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<td>216. Webster Bank</td>
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<td>217. Wells Fargo</td>
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<td>218. Wesleyan University</td>
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<td>219. Westport Police Department</td>
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<td>220. Whalley Glass Company</td>
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<td>221. Whole Foods (Glastonbury)</td>
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<td>222. Windham Region Chamber of Commerce</td>
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