

MEASURE A

Building Our Transportation Future

YOUR TRANSPORTATION DOLLARS AT WORK

PROJECT UPDATE



MEASURE A CONSULTING TEAM

STA BOARD MEETING

SEPTEMBER 12, 2019

Mission

- Develop an Expenditure Plan for a potential transportation sales tax measure
- Objective: To place before voters in 2020



Outreach Overview

- Outreach Process & Design
- Listening Tour
 - Key Findings & Outcomes
 - Community Comments
- Unmet Needs
- Next Steps

Outreach Process & Design

- Designed for Sacramento County, modeled after Los Angeles County's Measure M process
- Listening Tour – early stakeholder engagement, build trust, start conversations and establish long-term involvement
 - Identification of organizations throughout County of Sacramento, ensure inclusion of wide and diverse population, including: neighborhood associations, non profits, healthcare organizations, education, construction, development, environmental, business, unions, PBIDs
- Ongoing Engagement
- Public Open Houses



Transportation Listening Tour

- Led by County & City of Sacramento
- Administered by SACOG
- Qualitative research tools developed by KMP Strategies and Fairbank, Maslin, Maullin, Metz (FM3)

Listening Tour included: one-on-one meetings, small group gatherings, and online survey targeted using organic and paid advertising to residents throughout Sacramento County.



Listening Tour: Framework

Example Questions

- What are your transportation funding priorities?
- What is the best way to gather public input ?
- Why do you think Measure B failed?
- What considerations should decision-makers keep in mind when determining how funds could be allocated?

Listening Tour: Key Outcomes & Findings

107 organizations engaged

Overwhelmingly, identified **top three priorities** as:

1. Fixing and repairing roads, including filling potholes, repaving streets, and adding bike lanes
2. Relieving traffic on local roads and highways
3. Improving neighborhood livability



Listening Tour: What We Heard

- Transparency is essential
- Relieve congestion, reduce traffic, improve commute times
- Reduce emissions and improve air quality
- Public transit is important and valued by riders and non-riders
 - While there were many who acknowledged that they did not regularly ride, everyone who voiced an opinion believed that public transit needs to be clean, safe, accessible and reliable.
- Make arterial roads more walkable and pedestrian friendly
- Make it easier to walk or bike to key destinations



Listening Tour: Community Comments

Spend dollars more wisely and make public transportation more enticing. We cannot force people to use public transportation- build it correctly and make them want to give up their cars.

We're losing livability in older established neighborhoods due to growth in other areas.

Alleviate traffic – get traffic off major freeways.

Complete the connector...

Overall we have poor quality of roads and we need to fix what we have.

We don't use public transit and don't want to pay for it.



Unmet Transportation Needs

- Cities and County of Sacramento – \$7.12 bn
- Regional Congestion Relief Projects – \$1.63 bn
- Sacramento Regional Transit - \$ 3.18 bn
- Senior and Disabled Transit Services - \$250 m
- Commuter Rail Service - \$266 m
- ***Regional Unmet Needs = \$12.44 bn***

Outreach Next Steps

September

- Launch redesigned website and social media pages
- Coordinate with PAG members to plan, design, and organize community meetings
- Invite communities to open houses

October

- Host community open houses to gain input on draft expenditure plan priorities and projects

November

- Host follow up community open houses to review initial responses and changes from community input

December

- Finalize expenditure plan
- Present final plan for Board adoption



Expenditure Plan Timeline

September

- Finalize unmet needs and priority projects
- Develop voter survey instrument
- Conduct voter survey of potential projects and policies

Expenditure Plan Timeline

October

- Analyze poll results
- Refine expenditure plan draft
- Provide options for the expenditure plan and policies to P.A.G. for input
- Brief STA Board members with results of polling and P.A.G. input
- Provide STA Board members with options on projects and policies that reflect:
 - Polling results
 - P.A.G. requests
 - Community concerns

Expenditure Plan Timeline

November

- Discussion of Draft Expenditure Plan

December

- Board decision / adoption of Expenditure Plan

MEASURE A

Building Our Transportation Future

YOUR TRANSPORTATION DOLLARS AT WORK