

Measure B Coalition

transportation choice is how we get there

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SACRAMENTO AREA
BICYCLE ADVOCATES



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350
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Real Possibilities

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SacTA? Measure B? Sales tax?

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- Measure B is a transportation sales tax measure which is being developed by the Sacramento Transportation Authority (SacTA) for the 2020 ballot; it may not be called 'Measure B'
- SacTA has, so far, redistributed sales tax revenue to the transportation agencies (county, cities, and SacRT) but is not really involved in project selection and does not administer projects or offer transportation services
- An existing 1/2 cent Measure A sales tax funds transportation projects in the county, including 1/6 cent for transit

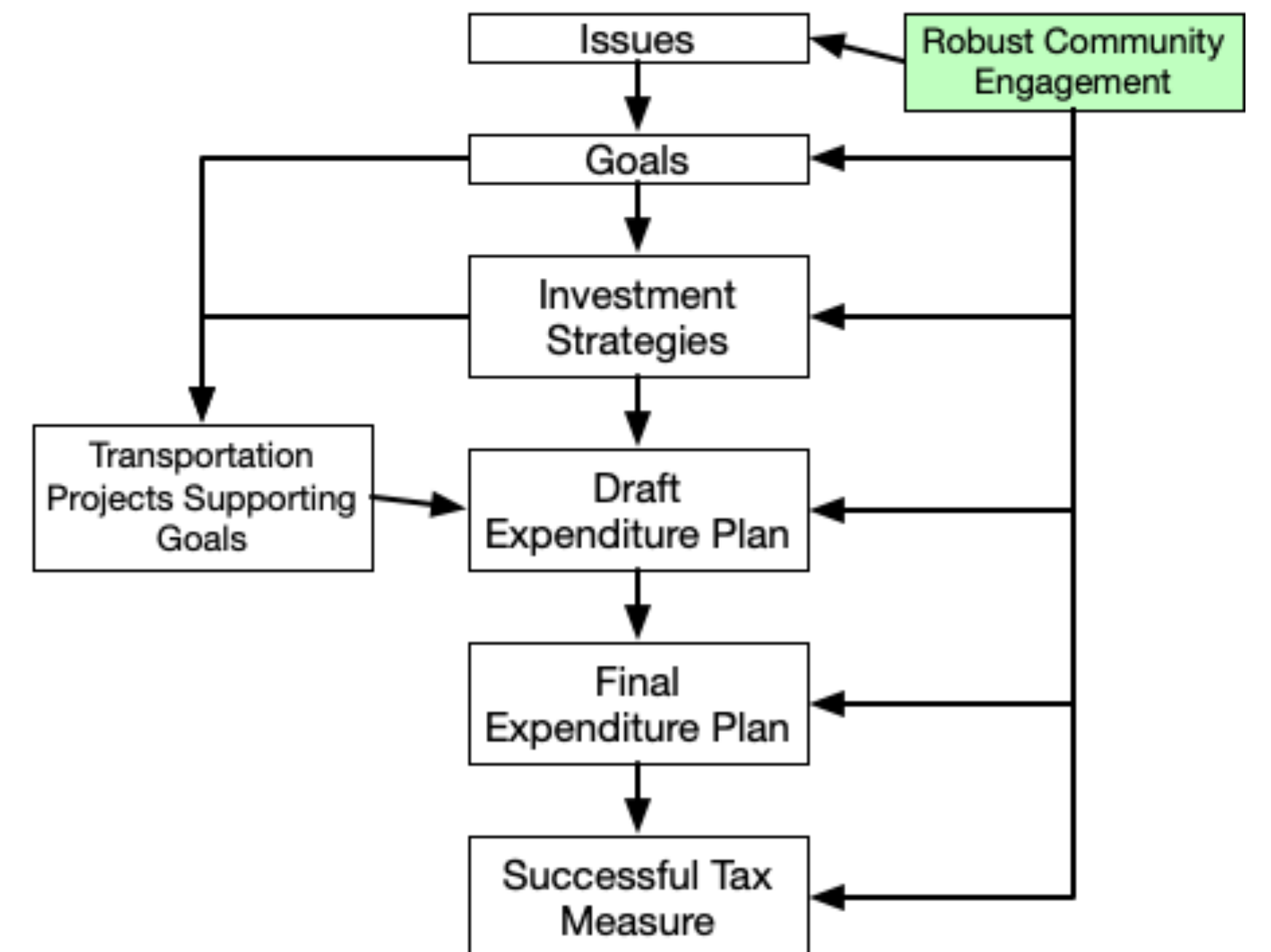
2016 Measure B failed

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- No community engagement, just polling
- The process started with a shopping list of projects provided by the agencies rather than identifying projects that met goals
- No transparency, accountability, or performance measures were included
- People, particularly in the suburbs/exurbs did not see their needs being met by the tax expenditure plan (TEP)
- It was sold as a fix-it-first measure but had very weak commitment and guarantees
- Anti-tax feelings
- Marketing was *not* the problem

About the process more than the outcome

- We want a big tent: all elected officials, organizations, and the public proactively participate and encourage
- We want SacTA to lead an effective planning process that includes:
 - Robust community engagement
 - Step by step process that develops a measure based on solving community issues
- We will support SacTA in that effort by educating board members, councils, and the public, and by assisting with robust community engagement



Measure M in Los Angeles County

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- Measure M was a permanent one cent sales tax measure passed in 2016 with 71% in favor
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Goals of Measure M

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- Ease traffic congestion, improve freeway traffic flow, and reduce bottlenecks.
- Expand rail and rapid transit system; accelerate rail construction and build new rail lines; enhance local, regional, and express bus service; and improve system connectivity.
- Repave local streets, repair potholes, and synchronize signals; improve neighborhood streets and intersections, and enhance bike and pedestrian connections.
- Make public transportation more accessible, convenient, and affordable for seniors, students, and the disabled; and provide better mobility options for our aging population.
- Earthquake-retrofit bridges, and keep the transit and highway system safe and in good working condition.
- Embrace technology and innovation; incorporate modern technology, new advancements, and emerging innovations into the local transportation system.
- Create jobs, reduce pollution, and generate local economic benefits; increase personal quality time and overall quality of life.
- Provide accountability and transparency; protect and monitor the public's investments through independent audits and oversight.

SACOG MTP/SCS Guiding Principles

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1. Smart Land Use: Design a transportation system to support good growth patterns, including increased housing and transportation options, focusing more growth inward and improving the economic viability of rural areas.
2. Environmental Quality and Sustainability: Minimize direct and indirect transportation impacts on the environment for cleaner air and natural resource protection.
3. Financial Stewardship: Manage resources for a transportation system that delivers cost-effective results and is feasible to construct and maintain.
4. Economic Vitality: Efficiently connect people to jobs and get goods to market.
5. Access and Mobility: Improve opportunities for businesses and citizens to easily access goods, jobs, services and housing.
6. Equity and Choice: Provide real, viable travel choices for all people throughout our diverse region.

SACOG = Sacramento Area Council of Governments; MTP/SCS = metropolitan transportation plan/sustainable communities strategy;

Measure B Goals

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- Equity as a priority
- VMT neutrality (or reduction)
- Improves roadway safety (eliminate fatalities and severe injuries)
- Keep our roads and infrastructure in good repair
- Creates a stronger transit system
- Creates more economically prosperous communities

VMT = vehicles miles traveled

Measure B Investment Strategies

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- State of good repair (fix-it-first)
- Safe Routes to School
- Bike and pedestrian safety projects (focus on high injury network)
- Transit operations, maintenance and infrastructure
- Bike share
- Complete streets policy at regional level and in each jurisdiction
- Competitive grants
- Innovative pilot projects

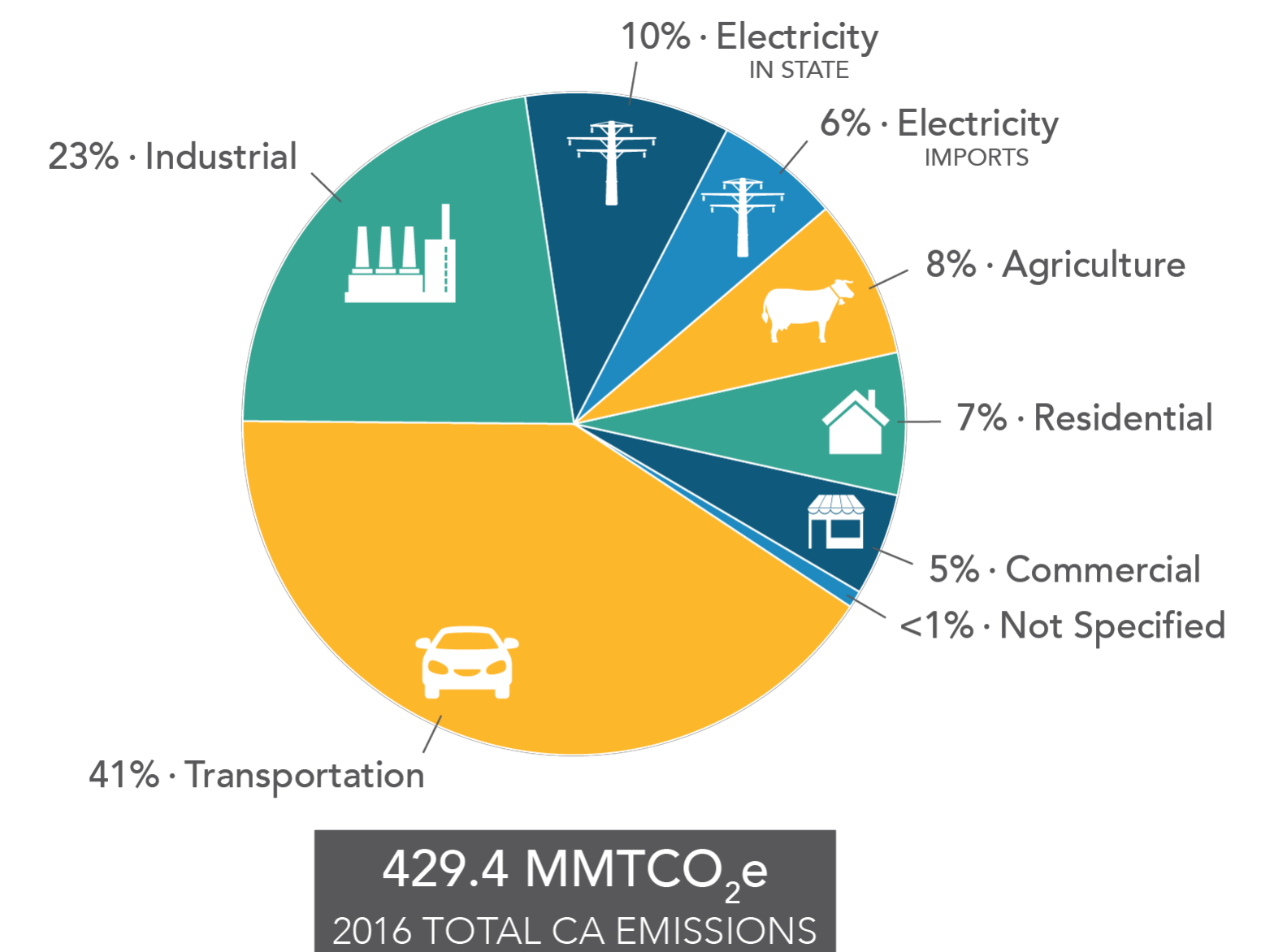
The bottom line

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- If SacTA follows a step by step process with robust community engagement throughout, develops goals, investment categories, and performance measures that reflect community values and priorities, then the coalition will ardently support passage
- If, on the other hand, SacTA does not follow a process, does not develop goals, does not do robust community engagement, or ignores community input, we will ardently oppose the measure
- VMT neutrality or reduction must be an overarching goal
- Agencies must justify their proposed projects by demonstrating that they contribute to meeting the goals established by the community
- The measure must support the guiding principles and relevant policies of the SACOG MTP/SCS

Education

- Effective transit benefits the entire county, and benefits people who don't use it
- Roads and transit infrastructure are liability rather than an asset if we don't maintain them properly
- The region must shift from a 'driving with destinations far away' model to 'multi-modal choice with destinations close' model; we have over-invested in the first and now must invest in the second
- Land use must be part of transportation planning
- Many neighborhoods have long been underinvested and disinvested, and must now receive a strong share of project benefits
- Gas taxes pay only a small part of our funding needs
- Transportation is 41% of our carbon budget in California, and has not declined like other contributors
- Sales taxes are regressive, so we must identify and implement additional sources of funding



Ideas and Questions

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- Should the measure be 1/2 cent, or a different amount?
- Should the measure have a life span, or be permanent?
- How many of the projects should be defined up front, versus reserving funds to address a changing transportation picture?
- Should there be a local return component, where entities get a portion to spend as they wish, within the boundaries set by goals?
- Should there be a competitive process for some portion of the funds for which entities can apply? (in addition to identifying projects in the measure itself)

If it passes...

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- The coalition will continue to be active to ensure:
 - Transparency and accountability
 - Reporting on performance measures, success and failure
 - Response to changing transportation needs
 - Pilot projects implemented and reported on
 - Competitive grant program that meets the goals

To summarize...

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- We want a Measure B we **can** support
- We can have a transportation system that meets community needs and protects the environment
- But that will only happen if SacTA commits to a process with robust community engagement and goals before projects
- The coalition can and will make a difference