

STAR presentation to SacTA

Thursday, December 13, 2018

Failed Measure B

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- What about the failed 2016 Measure B do we find unacceptable?
 - Process of developing the measure
 - Communicating with the public
 - Language in the ballot measure
 - Tax Expenditure Plan (TEP)
- And, what are we OK with?

Measure M

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- permanent, one cent sales tax, passed with 71%
- emphasized transit but has many other types of projects including highways
- front loaded critical projects
- local return to the county and cities which they have much more control over, but still must meet the goals
- developed through an extensive public engagement process which nonprofit advocacy organizations participated in and partially led
- started with goals and developed projects meeting those goals, and then had an iterative review of projects by the public
- Given what you know of Measure M, do you feel it is a good model for Sacramento County?

SacRT's ask

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- SacRT wants $\frac{2}{3}$ of the half-cent sales tax (which it is likely to be), so $\frac{2}{6}$ of a cent; they get about $\frac{1}{3}$ of the half-cent from Measure A, so $\frac{1}{6}$ of a cent, for a total of $\frac{3}{6}$ or $\frac{1}{2}$ cent from the two measures
- SacRT wants to use the income for (simplified list):
 - New light rail cars (will require a great deal of other funding as well)
 - Additional bus and light rail service, and additional buses to handle that
 - Light rail expansion (what direction)
 - Fare subsidies (student, senior, etc)
 - Airport and UC Davis shuttle service

Is it just SacRT?

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- In the failed 2016 Measure B, SacRT received a specific allocation, some for operations and most for capital
- Elk Grove received a specific allocation for its Smart Corridors project which would create BRT from Cosumnes River College to Elk Grove
- No other transit agencies asked for or received funds (Folsom, South County Transit, CSUS)

Talking points

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- Do we want to support SacRT's ask?
- Do we want to support the Measure B Coalition approach of developing goals and only then projects?
- Do we want to talk about specific projects? What would our highest priorities be?
- Do we want to talk about the value of transit to those who use it? To those who don't use it?
- How strongly do we want to align with walking and bicycling advocates?
- What are we willing to do in order to get a good measure?

Next steps for Action Team

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- Nov 3:
 - brainstorm talking points and reach some consensus about presentation
 - assign two people to refine talking points for the presentation, to share with the Action Team no later than November 26
- Dec 8:
 - discuss and finalize talking points
 - determine what documents might be 'left-behind' for board members, who will create or copy those
 - select the presenter; other Action Team members are encouraged to attend
- Dan develops a presentation based on the talking points
- Dec 13: Presentation on Thursday, December 13, time to be determined