

Meeting Date: 1/13/2015

Report Type: Staff/Discussion

Report ID: 2015-00037

Title: Sacramento GO - Sacramento Transportation Authority's Community Outreach and Opinion Research Program (Oral Report)

Location: Citywide

Recommendation: Receive and file.

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Presenter: Brian Williams, Executive Director, (916) 323-0080, Sacramento Transportation Authority

Department: Public Works Department

Division: Business Operations

Dept ID: 15001021

Attachments:

1-Description/Analysis

City Attorney Review

Approved as to Form

Gerald Hicks

1/6/2015 9:37:09 AM

Approvals/Acknowledgements

Department Director or Designee: Jerry Way - 12/19/2014 3:10:57 PM

Description/Analysis

Issue: In November 2004, Sacramento County voters approved **New** Measure A to extend the existing one-half percent transportation sales tax program during the period 2009-2039. During development of the **New** Measure A expenditure plan, the Sacramento Transportation Authority (STA) Board members and community stakeholders acknowledged that anticipated Countywide transportation needs during the next 20-30 years would likely far exceed reasonably estimated revenues from local, state, and federal funding programs.

The STA Board subsequently declared its interest in evaluating the potential for preparing a supplemental transportation funding initiative for placement on a future Countywide ballot. The primary objective would be to generate additional local funding for street/road maintenance and public transit operations and maintenance. A secondary objective would be to generate local matching funds for some regionally significant capital improvements.

This effort lay dormant during the severe economic recession. It was revived in 2013 when STA asked public works directors and transit agency managers throughout the County to identify their agency's most pressing unfunded transportation needs. In October 2013, STA conducted a voter-opinion survey that measured public support for a variety of transportation policies and projects along with voter receptivity of a possible supplemental half percent transportation sales tax initiative. While a majority of respondents indicated potential support for a local transportation sales tax initiative, the number was far short of the two-thirds required to pass such a measure. Respondents also indicated relative unfamiliarity with the accomplishments of the existing Measure A program.

Based on the survey results, the STA Board directed staff—in concert with other local transportation providers—to begin conducting a community outreach program to educate County residents and community stakeholders about the Measure A program and unmet transportation needs in anticipation of a possible 2016 Countywide transportation sales tax initiative. This outreach program—branded as **SacramentoGO**—consists of several key components:

- A speakers' bureau of local transportation agency managers who make presentations to community stakeholder organizations, business groups, and local public policy boards. The presentations are based on a uniform slide or video presentation about the Measure A program and future transportation needs throughout the County.
- Fact sheets and leave-behind brochures distributed at speakers' bureaus and community events and posted in public buildings.
- A new interactive website (www.SacramentoGO.org) provides current information on Measure A and other transportation activities throughout Sacramento County. The website will link to each of the local transportation

providers. Visitors to the site can post questions (and answers) and make observations relevant to the posted content.

- A **SacramentoGO** social media program has been developed to use the communication resources of Facebook, Twitter, Instagram, and other contemporary communications tools.
- Redesigned Measure A capital project information signs have been posted throughout the County to identify capital improvements funded through the Measure A program.

The **SacramentoGO** outreach program is intended to gradually raise the public profile of the Measure A sales tax program in anticipation of a potential future supplemental transportation sales tax ballot initiative. It will also inform the public of the need to generate significant additional local resources to maintain and expand the County's transportation infrastructure. In the next couple of months, the STA will conduct a tracking survey to determine if the outreach activities to date have affected voter opinion on these issues. If those survey results indicate increasing awareness and support, the STA will begin crafting a detailed expenditure plan of transportation projects and programs for potential consideration by County voters in 2016. That plan will be reviewed by the County Board of Supervisors and each of the City Councils before it becomes part of a future ballot initiative.

Policy Considerations: Not applicable.

Economic Impacts: None.

Environmental Considerations:

California Environmental Quality Act (CEQA): Not applicable.

Sustainability: Not applicable.

Commission/Committee Action: None.

Rationale for Recommendation: Not applicable.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.