



November 2020
Transportation Sales Tax Measure
Santa Rosa City Council
June 16, 2020 Presentation

AGENDA



1 Proven Track Record

3 Benefits to Residents

2 Go Sonoma

4 Why Now?

SCTA



The Sonoma County Transportation Authority (SCTA) manages a ¼-cent sales tax – known as Measure M – to help fund critical transportation infrastructure projects and transit operations. The measure is set to expire in 2024 and the SCTA has decided to seek voter approval this November to extend the measure 20 years.

Proven Track Record

Measure M accomplishments
Leveraging outside funding
Citizen oversight and transparency



Measure M

In November 2004 the voters of Sonoma County chose to become a self-help county, providing a ¼ cent sales tax for transportation known as the Traffic Relief Act for Sonoma County, or “Measure M.”



Improving trips for residents

Highway 101 was identified as the highest priority and with Measure M, the SCTA delivered on that promise. The third lane is completed, or in construction, from the Marin-Sonoma County border to Windsor River Road.

In Santa Rosa, measure funds have supported:

- Overlays and maintenance on roads throughout the city
- Hearn Avenue Improvements
- Santa Rosa Creek Trail
- Old Redwood/Mendocino/Santa Rosa Avenue Corridor



Helping to power our economy

Having local money to build transportation infrastructure helps build the local economy too. Our local measure allows new projects to get built sooner, creating jobs that have a ripple effect throughout the county.

SCTA implements projects that improve our local communities and protect our environment and quality of life.

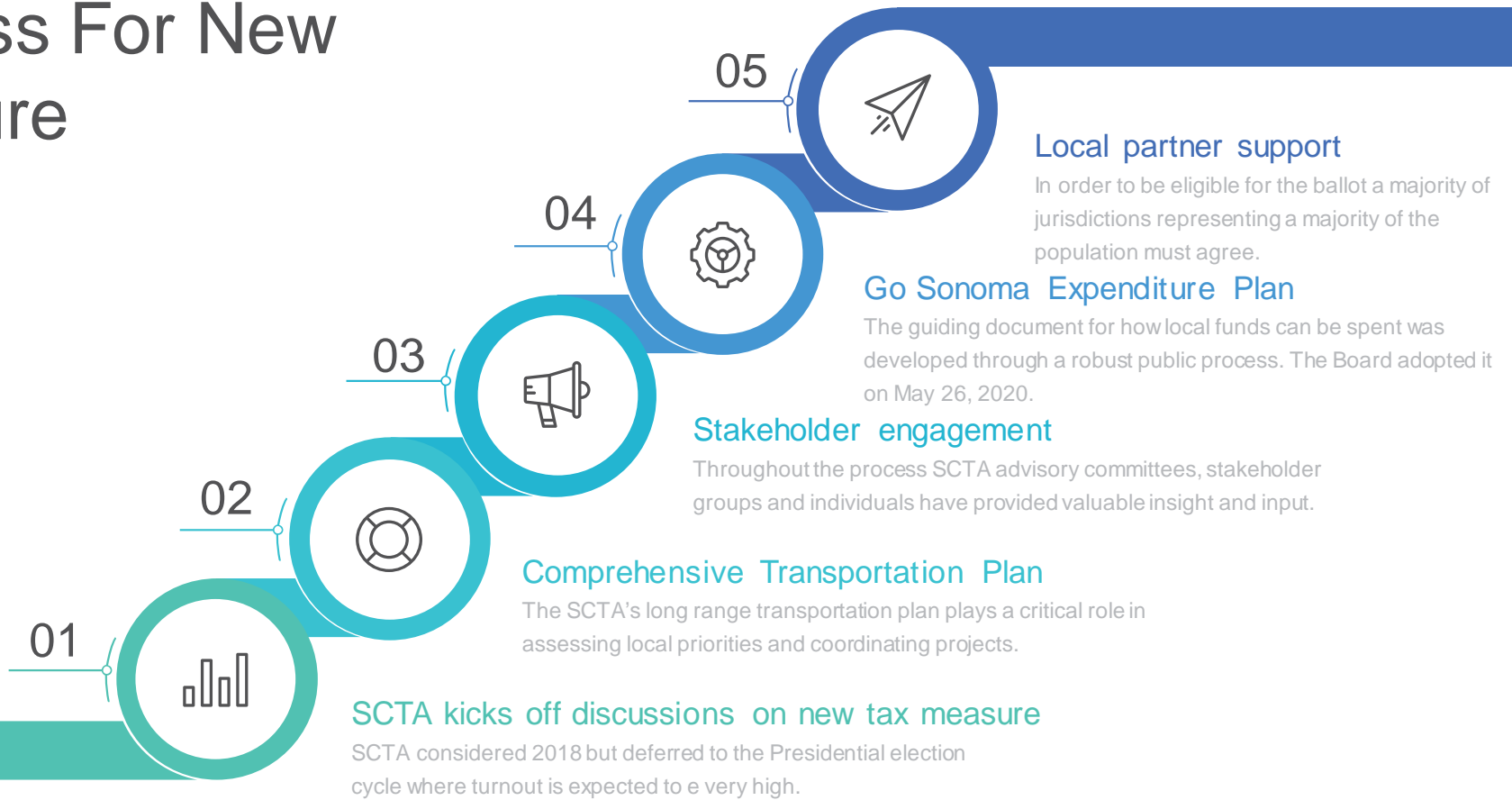




Go Sonoma

Design process of a new measure
Expenditure Plan

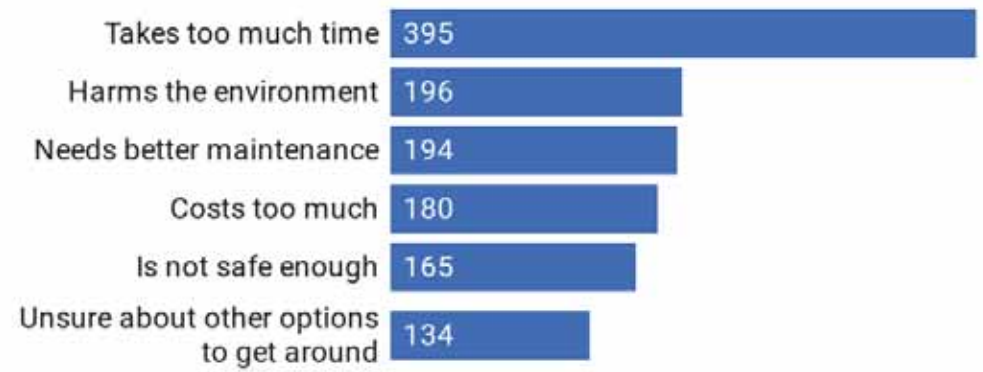
Process For New Measure



Public outreach

Between the Fall 2019 to Spring 2020 the SCTA team invited residents to share their transportation needs through a survey designed to inform Sonoma County's Comprehensive Transportation Plan.

Top Issues with our Transportation System



Go Sonoma - Vision and Goals

Connecting people, places and goods as we transition our transportation network to zero-emissions by 2050.

The goals are that our transportation system should be:

1. **Connected and Reliable:** Deliver a seamless network that allows people to use a variety of transportation types easily, affordably and dependably.
2. **Safe and Well Maintained:** Provide safe and well-maintained transportation infrastructure.
3. **Community Oriented and Place-Based:** Implement place-based (or context sensitive) transportation projects, tailored to urban, suburban and rural communities that will improve local mobility.
4. **Zero Emissions:** Provide zero-emission transportation opportunities that meet diverse community needs, improve health and enhance quality of life.



Go Sonoma Ballot Question

Without raising taxes, shall the Sonoma County Transportation Authority implement the Go Sonoma Act to repair potholes; reduce congestion; make biking and walking safer; expand local bus service; reduce greenhouse gas emissions; improve evacuation routes; and enhance transportation services for students and seniors by continuing, for 20 years, the current ¼-cent sales tax dedicated to transportation, providing approximately \$26 million annually?

Go Sonoma – Funding Split

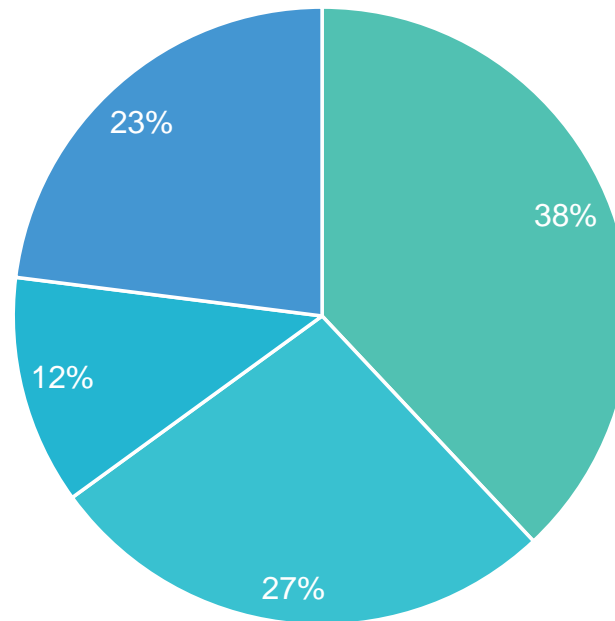
Increase Bus Service

Expand and enhance local bus operations to provide a more reliable service that works for more people.



Build bikeways and pathways

Better separate bikes from cars and make it easier to bike and walk.



Smooth and maintained roads



Fixing potholes and making our roads smooth to drive and ride on.

Move traffic and improve safety



Making changes to our roadway system, prioritizing alternatives and using technology to ensure reliability and safety.

Benefits to Residents

Regional improvements

Local priorities



Smooth and Maintained Roads

Go Sonoma dedicates 38% or \$10M each year directly to pave roads.

Needs are great and on-going. Local funds can be used on roads not eligible for federal funds.



Go Sonoma – Annual Pothole Fund

Jurisdiction	Split (Population / Road Mile)	Estimated Annual Sales Tax Funding
Cloverdale	1.59%	\$157,000
Cotati	1.27%	\$126,000
Healdsburg	2.18%	\$216,000
Petaluma	9.78%	\$967,000
Rohnert Park	6.24%	\$616,000
<i>Santa Rosa</i>	28.15%	\$2,781,000
Sebastopol	1.28%	\$127,000
Sonoma	1.84%	\$182,000
Windsor	4.61%	\$456,000
County	43.04%	\$4,253,000

Move Traffic and Improve Safety

Moving people and goods around Sonoma County means making changes to our roadway system, prioritizing alternatives and using technology to ensure reliability and safety.

Ensures no delay in getting projects ready to go for construction.

Requires road projects to include bike and pedestrian elements.

Go Sonoma Presentation



City of Santa Rosa – Go Sonoma Sample Projects

City of Santa Rosa – Sample Projects to Move Traffic and Improve Safety	Project Cost (\$M)
Chanate Road - Resiliency Corridor	\$12.5
Downtown Connectivity to Support Housing Density Intensification	\$25.0
Fulton Road Interchange @ Hwy 12 - Phase 2	\$50.0
Hwy 101 Corridor Interchange Improvements	\$98.0
Southeast Santa Rosa Multi Modal Resiliency Corridor Enhancement – Road	\$66.0

Increase Bus Service, Affordability and Connections

Expands and enhances local bus operations to provide a more reliable service that works for more people.

Prioritizes increased bus frequencies and extended hours of operations

Dedicates funds to fare free programs for groups like students and seniors.



Santa Rosa CityBus – Go Sonoma Sample Projects

City of Santa Rosa – Sample Transit Projects	Project Cost (\$M)
Enhanced Core Network and Rapid Bus (operating)	\$148.9
Enhanced Core Network Part 1 of 3 (capital)--Fleet Expansion (transitioning toward zero emissions fleet by 2029)	\$13.7
Enhanced Core Network Part 2 of 3 (capital)--Facility Expansion	\$15.0
Enhanced Core Network Part 3 of 3 (capital)--Rapid Bus planning, engineering, and infrastructure	\$11.6
Systemwide Fare-free Transit and Paratransit	\$50.0
Transit Fleet Electrification (transitioning toward zero emissions fleet by 2029)	\$20.0

Build Bikeways and Pathways

More than quadruples the amount of local funding for bike and pedestrian projects.

Requires projects to use best practices for bikeway design.



City of Santa Rosa – Go Sonoma Sample Projects

City of Santa Rosa – Sample Bikeway and Pathway Projects	Project Cost (\$M)
Citywide Bikeways and pathways Projects 1st Phase - Plan Update	\$6.0
Climate Adaptation Technology Innovation Transport Initiatives	\$6.5
East West Bikeways and pathways Connections	\$24.0
Southeast Greenway Multi Use Path and Crossings	\$20.0
Southeast Santa Rosa Multi Modal Resiliency Corridor Enhancement - Bike/Ped	\$18.0



Why Now?

November 2020 ballot



Get projects done sooner

Leveraging funds for seamless work on needed projects

By putting a measure on the ballot in 2020, the SCTA will be able to plan for new projects and fund new projects sooner. This is particularly important in creating jobs to support economic recovery.



Why Now?

- Continue the work we have been doing for another 20 years.
- Keep our status as a self-help county.
- Keep Sonoma County eligible and competitive for regional, State and federal funds.
- Supports all modes of transportation.
- Less crowded ballot
- High turnout election.



SCHEDULE OF NEXT STEPS

Task Name	June	July	August	September	October	November
Cities/County Presentations						
Poll #2						
SCTA Final Approval of Expenditure Plan, 7/13						
Board of Supervisors Places on Ballot, 8/4						
Election, 11/3						

QUESTIONS?



[SCTA.CA.GOV/GOSONOMA](https://scta.ca.gov/gosonoma)

More information on the measure.



[SCTA.CA.GOV/2050](https://scta.ca.gov/2050)

Moving Forward 2050 Plan



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Go Sonoma Presentation

