

WORK PLAN TO ASSESS
LOCAL-OPTION TRANSPORTATION FUNDING
OPPORTUNITIES IN
SACRAMENTO COUNTY

I. Community Education and Outreach

The community education and outreach program element shall involve initiating meetings with key community interest groups and community opinion leaders, setting up a new website and sending a mail piece to provide Sacramento County residents with information on current transportation needs, as well as listening to direct “feedback” from residents as to what transportation issues are most important to them. This work would not identify “solutions” such as a new sales tax, but would better define issues, needs, and level of interest in transportation. The scope of work for this element consists of:

- A.** Development and production of a consolidated “PowerPoint presentation” for easy use in group presentations on current transportation needs and issues.
- B.** Development and production of a simple “leave behind” brochure that contains key messages and summarizes current needs and issues. This brochure shall be fully coordinated as to format and public information messages with the Countywide mailer described in I.G, below.
- C.** Recruiting and training a “speaker’s bureau” made up of STA, RT, local public works directors, Paratransit Inc., and other key transportation managers and policy makers to make presentations and answer questions. The chosen speaker(s) to be the most appropriate for the group to be talked to.
- D.** Identify community stakeholder organizations and arrange for scheduling, logistics, etc., of presentations throughout Sacramento County, including, but not limited to:
 - 1. Senior/disabled citizen’s groups
 - 2. Neighborhood associations
 - 3. Labor organizations
 - 4. Business Employer/Local Chamber organizations
 - 5. Environmental groups
 - 6. Real Estate/ Developer organizations
 - 7. Public Works/Transit organizations
 - 8. Construction Industry – contractors, suppliers, etc.
 - 9. Local editorial boards/media representatives
 - 10. Community Service Organizations
 - 11. Sacramento County public agencies

- E.** In addition to scheduling presentations to community stakeholder organizations at their regularly scheduled meetings, organize a “Sacramento County Transportation Booth” for display whenever more than 500 citizens gather for any purpose in the County, (i.e. AMGEM Bicycle Tour, Sacramento RT groundbreaking ceremonies, California State Fair, Sacramento County Fair, SACTO Annual Conference, etc.). The booth attendants would hand out the leave-behind brochures as well as answer basic questions that residents might ask, or record a question for a follow-up answer from the appropriate public agency.
- F.** Work cooperatively with Regional Transit, Paratransit Inc. and the public works directors of Sacramento County and the incorporated cities to develop a new countywide transportation website describing local and regional transportation needs, conditions of services and any other issues that may be of interest to Sacramento County residents. The website will also act as a “report card” on the progress of implementing the current Measure A sales tax program. The website should be “interactive”, providing an easy method for Sacramento County residents to communicate their attitudes, suggestions and feelings about transportation issues in Sacramento County. The Speaker’s Bureau, the leave behind brochures, all press releases, and the Countywide mailer to voters would all conclude with a message that directs interested residents to this website for further information and the ability to communicate to policy makers their own ideas and attitudes about transportation.
- G.** Write, produce and mail one countywide communication from STA to all registered voters as “public information” regarding current transportation needs. This mailer would also solicit voters’ “input” over the internet (using the new website) or in writing regarding their evaluation of the information provided and their ideas and attitudes about local transportation conditions and needs.

II. Sacramento Countywide Consensus Transportation Expenditure Plan Development Process

A. Establish STA Professional Advisory Committee

This program element shall include organization of a “Professional Advisory Committee” made up of representatives who have responsibility for local public transit, street/road, and highway facilities to be directly involved in the development of the Consensus Plan, including:

- Incorporated cities and the County of Sacramento.
- Sacramento Regional Transit District.
- Paratransit, Inc.
- Sacramento Transportation Authority
- Sacramento Area Council of Governments
- District 3 of the California Department of Transportation

B. Consensus Plan

The “consensus plan” would be focused on determining priority expenditures for an additional ½ percent sales tax, but would also be suitable for use to determine priorities for any significant new revenue coming to Sacramento County from federal, state or local sources (i.e. a statewide VLF dedicated for transportation purposes, etc.). At a minimum, it would consider:

- Key RT capital and operating costs for a specific set of new services.
- Expansion of Paratransit, Inc. services to accommodate the growing senior/disabled population over time.
- Provide “catch up” funding and a sustainable revenue source for maintenance and safety improvements on city streets and county roads (“Fixing the potholes”).
- A limited set of street/highway capital projects.
- “Quality of life” enhancements to promote non-auto travel such as bike lanes, safe access to transit stations, and improved transit security, etc.
- Key “taxpayer safeguards” to satisfy taxpayers that the new funding will be expended effectively and efficiently and only for the purposes promised to voters.

III. Voter Opinion Research

After the “Speaker’s Bureau” has been active for at least four months **and** after the public information mailer has been mailed to voters, conduct a 10 – 15 minute “tracking poll” to understand whether voters’ attitudes on transportation, the economy, etc., have changed compared to a “baseline” poll that Regional Transit conducted in February 2012.

If the “tracking poll” demonstrates that voters are increasingly supportive of a potential ½ percent transportation sales tax program and a ballot measure appears feasible, the program shall then include a larger-sample baseline poll testing various program elements and specific ballot language.

IV. Overall Program Management and Coordination

The proposal shall include the cost of management of all of the above program elements to ensure that a timely, well coordinated, well executed and politically sensitive work product results from this overall effort. This work requires the consultant(s) to accommodate conflicting, controversial, and complex issues in a sensitive and constructive manner, always in full consideration that a new, local funding source will require approval by Sacramento County voters.

V. Program Timeline

The proposal shall assume a starting date for this program of May 1, 2013, and a completion date of June 1, 2014. The proposal shall provide a detailed schedule, including key milestones for completion of work on each of the required program elements described above.

Summary of Anticipated Milestones:

2013

- May Organize “Professional Advisory Committee” and kick off Consensus Expenditure Plan Development process.
- June PowerPoint presentation ready for use by Speakers Bureau.
- July Speakers Bureau organized and trained.
- Aug Commence Speakers Bureau presentations.
- Sept Upload Sacramento County Transportation website.
- Oct Initial Draft Consensus Expenditure Plan reviewed by Professional Advisory Group.
- Dec Final Draft Consensus Expenditure Plan presented to transportation policy boards for review.

2014

- Feb Produce mail piece mock up for final approval.
Complete community outreach & education presentations.
Distribute mail piece to registered Sacramento County voters.
- Mar STA Board approves final Consensus Expenditure Plan.
Finalize “tracking poll” questionnaire.
Conduct tracking poll.
- Apr Review tracking poll results. Determine next steps, if any, toward a 2014 or later election cycle.

VI. Total Proposed Budget

The proposal shall provide an overall cost estimate and program budget, broken down by the anticipated costs of each specific program element, with an estimated cash flow structure for the project period.