



MARCH 13, 2014

AGENDA ITEM # 8

**COMMUNITY OUTREACH AND PUBLIC EDUCATION ON THE
MEASURE A TRANSPORTATION SALES TAX PROGRAM**

Action Requested: Approve community outreach program for the remainder of 2014

Key Staff: Brian Williams, Executive Director

Recommendation

Approve the proposed community outreach program to highlight the accomplishments of the Measure A transportation sales tax program and to educate the public and community stakeholders of the need for additional transportation investment in Sacramento County.

Discussion

At the November 7 STA board meeting, staff presented the results of a voter opinion survey that measured public support in Sacramento County for a variety of transportation policies and projects along with voter receptivity to a possible supplemental one-half percent transportation sales tax program. While a majority of respondents indicated potential support for a transportation sales tax ballot initiative, the number was far short of the two-thirds support required to pass such a measure. Our consulting team subsequently advised that STA should not pursue a ballot initiative in 2014.

One significant take-away from the survey is that voters in Sacramento County are less familiar with the STA and the accomplishments of Measure A than with other local agencies and programs. In coordination with our consulting team and with a professional advisory group of local transportation agency managers, staff has prepared a comprehensive community outreach program to educate the public about the Measure A program in anticipation of a possible 2016 transportation sales tax ballot initiative. The proposed outreach program has several significant components:

- A speakers' bureau of local agency staff and policy makers will make presentations to various community stakeholder organizations, business groups, and local public policy boards. The presentations will be based on a uniform slide presentation about the Measure A program and the STA.
- Fact sheets, Q & A's, and leave-behind brochures will be distributed at speakers' bureau and other community events, and will be posted in public buildings.
- Staff, STA Board members, and the consulting team will perform on-going outreach to local media, including newspapers, community newsletters, radio, and TV.

- An interactive website (**Sacramento Go**) will commence this spring to provide current information on Measure A and other transportation activities throughout Sacramento County. The website will link to the website of each of the local transportation providers. Users can post questions (and answers) and make observations relevant to the posted content.
- A **Sacramento Go** social media program will be developed to use the communication resources of Facebook, Twitter, and other contemporary communications tools. The consulting team will coordinate with STA staff on its administration.
- The design of the Measure A project signs has been updated, and the consulting team will work with local agencies on the most appropriate timing and location of sign postings.

This outreach program is intended to gradually raise the public profile of the STA and the substantial accomplishments 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 resources to maintain and expand the County's transportation infrastructure. Each program element will be presented in detail at today's meeting. Staff seeks authorization to implement the outreach program at least through the end of 2014 using the funding earmarked for our existing consulting contract with **Smith, Watts, & Martinez**.