



DECEMBER 10, 2015

AGENDA ITEM # 15

**STATUS REPORT ON THE SACRAMENTO GO COMMUNITY OUTREACH
AND PUBLIC EDUCATION PROGRAM**

Action Requested: Receive and file

Key Staff: Brian Williams, Executive Director

Recommendation

Receive and file a status report on the ongoing **SacramentoGO** community outreach program to highlight the accomplishments of the Measure A sales tax program and to educate the public and community stakeholders of the need for additional transportation investment in Sacramento County.

Discussion

At today's meeting, staff and the lead consulting firm **Duffy & Capitolo** will provide a status report on the effort to position the STA for a possible supplemental transportation sales tax initiative in November 2016. In recent weeks, the consulting team has conferred with STA Board members and other elected officials in Sacramento County; convened the STA Professional Advisory Group to prepare a draft "Measure B" expenditure plan for consideration by your Board next spring; and begun designing informative and individualized mail pieces for distribution to voters in various Sacramento County communities early in 2016. They have also begun designing the "transit attitudes" survey of County residents.

C: Mark Capitolo
Vince Duffy