



March 9, 2017

Agenda Item # **13**

RESEARCH AND CONTINUING OUTREACH AND EDUCATION FOR MEASURE TO BE INCLUDED ON THE NOVEMBER 2018 BALLOT

Action Requested: Approve

Key Staff: Jeffrey Spencer, Executive Director

Thanks to revenues from Measure A, along with local, state and federal funds, the STA has delivered funds to complete both roadway and transit projects such as the Cosumnes River Blvd Interchange and Roadway Extension, Interstate 80 “over the top” improvements, Sacramento Valley Station renovation, and expanded bike and pedestrian programs like the Guy West Bike and Pedestrian Bridge and the many complete streets projects. But the region has more unmet critical transportation needs than there is money to meet them.

Staff and consultants have met with the leadership from various agencies throughout Sacramento County to understand the objectives for further transportation needs. None of the jurisdictions/agencies foresee any major changes to their stated needs/priorities. But more work needs to be done.

I recommend and request your approval to continue voter analysis stakeholder outreach and public opinion research to better assess the transportation needs and priorities of different parts of the county. This information will help the board make an informed decision about whether to pursue a transportation sales tax in November 2018 and will be critical information in crafting a Transportation Expenditure Plan associated with another sales tax measure.