



FEBRUARY 14, 2019

AGENDA ITEM # 6

PUBLIC EDUCATION, COMMUNITY OUTREACH, OPINION RESEARCH, AND EXPENDITURE PLAN DEVELOPMENT PROGRAM UPDATE

Action Requested: Receive Presentation

Key Personnel: David Townsend, Townsend|Calkin|Tapio Public Affairs

David Townsend of the STA's consultant team will update the Board on their progress to date and outline upcoming steps.

BACKGROUND INFORMATION

On November 8, 2018, the STA Governing Board selected a consultant team headed by Townsend|Calkin|Tapio Public Affairs to conduct public education, community outreach, opinion research and expenditure plan development for a potential November 2020 supplemental transportation funding ballot measure. The contract was executed November 9, 2018.

Over the next several months, the local Measure A entities will present their unmet transportation needs to the Board, tentatively according to the following schedule:

March 14, 2019

- City of Elk Grove
- City of Folsom
- City of Rancho Cordova
- Capital South|East Connector Joint Powers Authority

April 11, 2019

- City of Citrus Heights
- City of Galt
- City of Isleton
- City of Sacramento

May 9, 2019

- County of Sacramento
- California Department of Transportation (Caltrans)

August 8, 2019

- Air Quality Management District
- Paratransit, Inc.
- Sacramento Regional Transit District

The transportation expenditure plan development process is planned to begin in September and continue into October, November and December.