



## A G E N D A

### Sacramento Transportation Authority Sacramento Abandoned Vehicle Service Authority (SAVSA)

700 H Street, Suite 1450 • Sacramento, California • 95814

**THURSDAY**

**JANUARY 9, 2020**

**1:30 PM**

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Members: Larry Carr, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris, Kerri Howell, Patrick Hume, Patrick Kennedy, Rich Lozano, Steve Miller, Don Nottoli, Susan Peters, Jay Schenirer, Phil Serna, Darren Suen

Alternates: Nick Avdis, Steven Detrick, Mike Kozlowski, Porsche Middleton, Paul Sandhu, Donald Terry

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This meeting of the Sacramento Transportation Authority is cablecast live on Metro Cable 14, the local government affairs channel on the Comcast, Consolidated Communications, and AT&T U-Verse cable systems. The meeting is closed-captioned and webcast at [www.sacmetrocable.tv](http://www.sacmetrocable.tv). Today's meeting will replay this Saturday at 2:00 p.m. and Sunday at 9:00 a.m. on Channel 14. Please check your local listings for more information.

Members of the audience wishing to address the Board may sign up electronically at the kiosk located in the back of the room. Please speak into the microphone when addressing the Board, and state your name for the record.

The Governing Boards of the Sacramento Transportation Authority and the Sacramento Abandoned Vehicle Service Authority (SAVSA) meet concurrently.

#### CALL TO ORDER / ROLL CALL / PLEDGE OF ALLEGIANCE

#### COMMENT ITEMS

1. Comments from the public regarding matters not on the agenda
2. Executive Director's Report

*Will Kempton*

#### CONSENT ITEMS

3. Action Summary: December 12, 2019 STA Governing Board Meeting ◀ *Timothy Jones*
4. Approval of Resolution to Continue Completion of Ten-Year Review ◀ *Will Kempton*  
process for Existing Measure A 2009

*Continued on back side →*

## A G E N D A

Sacramento Transportation Authority  
Sacramento Abandoned Vehicle Service Authority

**January 9, 2020**

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### SEPARATE ITEMS

5. Measure A Transportation Expenditure Plan Development *Will Kempton*
  - Continue Public Hearing on Draft Expenditure Plan
  - Presentation of Draft Measure A 2020 Ordinance for Discussion Purposes Only
  - Approval of Revised Schedule and Next Steps
6. Contract with Townsend Calkin Tapio Public Affairs for Public Education ◀ *Will Kempton*  
and Outreach

### PARLIAMENTARY ITEMS

7. Selection of Chair and Vice-Chair for Calendar Year 2020 ◀ *All*
8. Comments of Authority Members *All*

◀ Denotes items that require Board action



**JANUARY 9, 2020**

**AGENDA ITEM # 2**

**EXECUTIVE DIRECTOR'S REPORT**

Action Requested: Receive and File

Prepared By: Will Kempton, Executive Director

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**Measure A**

**Bond Capital Program Savings.** STA staff was able to renegotiate fees for remarketing agent services for Series 2009C bonds with US Bank and Series 2015A bonds with JP Morgan, using the October 14 Series 2014A bond mode change rates as leverage. The fees were reduced from 10 basis points down to 6, savings of approximately \$90,000/year starting this month. The savings will stay in the Measure A capital program and used to fund projects.

**Independent Taxpayer Oversight Committee (ITOC)**

The ITOC met on December 19, 2019 to discuss their 2020 meeting calendar and the projects they want to undertake in the new year.

The next meeting of the ITOC is January 16, 2020. All meetings are public, and attendance and participation is encouraged. Please check [www.sacitoc.org](http://www.sacitoc.org) for dates, times, and locations.

**Senate Bill (SB) 1 Local Partnership Program (LPP)**

**Application Deadline Extended.** The California Transportation Commission (CTC), at the request of multiple self-help counties, has tentatively pushed back the application deadline and the program adoption date. The new schedule is:

▪ Release of new Draft LPP Guidelines	January 29-30, 2020
▪ Adopt new LPP Guidelines	March 25-26, 2020
▪ LPP Formula and Competitive Program Applications Due	June 12, 2020
▪ CTC Staff LPP Program Recommendations	November 12, 2020
▪ CTC LPP Program Adoption	December 2-3, 2020

Although the application deadline has been moved from May 18 to June 12, staff continues to plan for the proposed competitive program projects to be presented to the Board at the April 9 meeting and for the formulaic and competitive programs to be adopted by the Board at the May 19 meeting since the status of the June 11 meeting will not be known until late May at the earliest.

### **Looking Ahead**

Items tentatively planned for upcoming STA Governing Board meetings:

#### **February 5, 2020: Special Meeting, 1:00 p.m. to 5:00 p.m.**

- Measure A Transportation Expenditure Plan public input and discussion

#### **February 13, 2020**

- Measure A Transportation Expenditure Plan

#### **February 19, 2020: [If Needed] Special Meeting, 1:00 p.m. to 5:00 p.m.**

- Measure A Transportation Expenditure Plan

#### **March 12, 2020**

- Measure A Transportation Expenditure Plan tentative adoption
- Annual adjustment to Sacramento County Transportation Mitigation Fee Program (SCTMFP)
- Proposed Local Partnership Program Cycle 3 allocation formula

#### **April 9, 2020**

- Introduction of Measure A Ordinance (including Transportation Expenditure Plan)
- Presentation of proposed Local Partnership Program Cycle 3 competitive program applications
- Introduction of Draft FY 2020/21 STA Budget

#### **May 14, 2020**

- Adoption of Measure A Ordinance (including Transportation Expenditure Plan)
- Approval of Local Partnership Program Cycle 3 formula program allocations
- Prioritization of Local Partnership Program Cycle 3 competitive program applications
- Adoption of Final FY 2020/21 STA Budget



## ***Sacramento Transportation Authority***

GOVERNING BOARD

**JANUARY 9, 2020**

**AGENDA ITEM # 3**

### **ACTION SUMMARY: DECEMBER 12, 2019 STA GOVERNING BOARD MEETING**

Action Requested: Approve

Key Staff: Timothy Jones, Chief Financial Officer

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#### **Recommendation**

Approve the attached Action Summary of the December 12, 2019 meeting of the STA Governing Board.

*Attachment*



**ACTION SUMMARY**  
**SACRAMENTO TRANSPORTATION AUTHORITY**  
**SACRAMENTO ABANDONED VEHICLE SERVICE AUTHORITY**  
**700 "H" STREET - SUITE 1450**  
**SACRAMENTO, CALIFORNIA 95814**

**THURSDAY**

**December 12, 2019**

**1:30 PM**

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**Members:** Larry Carr, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris, Kerri Howell, Patrick Hume, Patrick Kennedy, Rich Lozano, Steve Miller, Don Nottoli, Jay Schenirer, Phil Serna, Darren Suen, Susan Peters (Chair)

(Members Miller, Schenirer and Serna were not present)  
(Alternate Avdis and Middleton were in attendance for Miller and Serna)

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**Alternates:** Nick Avdis, Steven Detrick, Mike Kozlowski, Porsche Middleton, Paul Sandhu, Donald Terry

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Assistive listening devices are available for use by the public. See the Clerk of the Board for information.

Members of the audience wishing to address the Board should complete a speaker identification form located at the back of the room and give it to the Clerk. Please speak into the microphones when addressing the Board, and state your name for the record.

The Governing Boards of the Sacramento Transportation Authority and the Sacramento Abandoned Vehicle Service Authority meet concurrently.

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**PLEDGE OF ALLEGIANCE**

## **COMMENT ITEMS**

### **1. Comments From The Public Regarding Matters Not On The Agenda**

1:37 PM Board Action: Jeffrey Tardaguila addressed the Board regarding a tax for transportation in Sacramento and improving transportation policies.

### **2. Executive Director's Report**

1:39 PM Board Action: Executive Director Norman Hom provided updates regarding Measure A, Independent Taxpayer Oversight Committee, Senate Bill 1, SacMetro Freeway Service Patrol and the Sacramento County Abandoned Vehicle Abatement Program.

## **CONSENT ITEMS**

1:47 PM Board Action: Jeff Harris / Darren Suen - Approved the Consent Matters, Items 3 and 4, as recommended.

AYES: Nick Advis, Larry Carr, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris, Kerri Howell, Patrick Hume, Patrick Kennedy, Rich Lozano, Porsche Middleton, Don Nottoli, Darren Suen, Susan Peters

NOES: (None)

ABSTAIN: (None)

ABSENT: Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

### **3. Action Summary: November 14, 2019 STA Governing Board Meeting**

1:47 PM Board Action: Approved as recommended.

### **4. Sacramento County Abandoned Vehicle Abatement Program FY 2019/20 1st Quarter Performance Report**

1:47 PM Board Action: Received and filed the report.

## **SEPARATE ITEMS**

### **5. STA Draft Comprehensive Annual Financial Report (CAFR) For Fiscal Year 2018/19**

1:47 PM Board Action: Presentation was made. Received and filed the report.

## 6. Discussion Draft Measures A Transportation Expenditure Plan

2:57 PM Board Action: Kerri Howell/ Steve Hansen - Continued to January 9, 2020.

AYES: Nick Avdis, Larry Carr, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris, Kerri Howell, Patrick Hume, Patrick Kennedy, Rich Lozano, Porsche Middleton, Don Nottoli, Darren Suen, Susan Peters

NOES: (None)

ABSTAIN: (None)

ABSENT: Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

## 7. Comments Of Authority Members

3:03 PM Board Action: Executive Director Hom thanked the Sacramento Transportation Authority Board for their support.

### Matters Heard Not On The Posted Agenda

## 8. Presentation Of A Resolution Recognizing Norman Hom Upon The Occasion Of His Retirement

1:34 PM Board Action: Susan Peters/ Steve Hanson - Determine the necessity to hear the matter not on the posted agenda.

AYES: Larry Carr, Sue Frost, Garrett Gatewood, Eric Guerra, Steve Hansen, Jeff Harris, Patrick Hume, Patrick Kennedy, Rich Lozano, Don Nottoli, Darren Suen, Susan Peters, Porsche Middleton

NOES: (None)

ABSTAIN: (None)

ABSENT: Nick Avdis, Kerri Howell, Jay Schenirer

RECUSAL: (None)

(PER POLITICAL REFORM ACT (§ 18702.5.))

1:34 PM Board Action: Chair Susan Peters presented the resolution.

Adjourned at 3:03 p.m.

Respectfully Submitted,



Alma Muñoz, Clerk



**JANUARY 9, 2020**

**AGENDA ITEM # 4**

**RESOLUTION TO CONTINUE COMPLETION OF THE EXPENDITURE PLAN 10-YEAR REVIEW**

Action Requested: Approve

Prepared By: Will Kempton, Executive Director

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**Recommendation**

Approve Resolution continuing the initial ten-year review of the existing 2009 Expenditure Plan

**Background**

Ordinance No. STA 04-01 requires that a mandatory Expenditure Plan review be conducted every ten years, beginning in 2019, to ensure that the existing program reflects current transportation needs as demographics, economics and technology changes. A first step in the initial ten-year review was taken in November of 2019 with the completion of a Measure A Decennial Report. However, as transportation needs continue to grow in Sacramento County, the Authority is considering additional funding options to meet those needs.

**Discussion**

Given the effort involved with exploring the potential for a transportation sales tax proposal for the November, 2020 ballot and the current process underway for the development of a new expenditure plan for that measure, it seems reasonable to continue the ten-year review of the existing 2009 Expenditure Plan until after a decision is made as to whether to place a new measure on the ballot in November, and, if necessary, the voters have decided the issue. Delaying the review until after this matter is settled would allow for complimentary changes to be considered for the existing Expenditure Plan if a new measure is approved by the County electorate and will help ensure compatibility between the two expenditure plans. Notwithstanding the continuation authorized through this Resolution, the required review process will be completed no later than June 30, 2021, consistent with the provisions of Section XII of Ordinance No. STA 04-01.

Attachment

SACRAMENTO TRANSPORTATION AUTHORITY  
RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION CONTINUING THE 10-YEAR EXPENDITURE PLAN REVIEW**

WHEREAS, the voters of Sacramento County approved a one-half cent retail transactions and use tax for transportation purposes in November, 2004; and

WHEREAS, Ordinance No. STA 04-01 adopted by the Sacramento Transportation Authority (STA) in July, 2004, set forth the requirements and guidelines for imposition of that tax effective April 1, 2009; and

WHEREAS, Section XII of the aforementioned ordinance requires a ten-year review of the Sacramento County Transportation Expenditure Plan 2009-2039 (Expenditure Plan) for said tax to consider potential amendments or modifications to the plan included as part of the implementing ordinance in order to reflect changing transportation needs; and

WHEREAS, an initial step in the ten-year review process was completed in November of 2019 with the public presentation of a Decennial Report summarizing accomplishments resulting from investment of sales tax revenue since the measure was implemented in 2009; and

WHEREAS, in spite of this investment, transportation needs in Sacramento County are growing with the economy and the population and the existing system demands an increasing amount of maintenance and rehabilitation; and

WHEREAS, the governing board of the STA is considering an additional one-half cent retail transactions and use tax measure to be placed on the November, 2020 ballot to help address these needs; and

WHEREAS, delaying the required ten-year review until this matter is settled would allow for the potential of complimentary changes to be made to the existing Expenditure Plan and to help ensure compatibility between the existing and proposed expenditure plans provided the commitment to the voters is protected; and

WHEREAS, audits supervised by the Independent Taxpayer Oversight Committee continue to demonstrate that existing measure funds are being well-managed and spent in a manner consistent with the existing Expenditure Plan; and

WHEREAS, the STA finds and declares that it is reasonable to continue completion of the Expenditure Plan review process until the question of a November, 2020 ballot measure is decided and, if necessary, the issue is placed before the voters of Sacramento County for a decision.

**THEREFORE, BE IT RESOLVED** that the STA hereby continues the initial ten-year review of the existing 2009 Expenditure Plan until a decision is made as to whether to place a

new measure on the ballot in November, 2020, and, if necessary, the voters have decided the issue.

BE IT FURTHER RESOLVED, that the required review process shall be completed by no later than June 30, 2021, consistent with the provisions of Section XII of Ordinance No. STA 04-01.

On a motion by member \_\_\_\_\_, seconded by Member \_\_\_\_\_, the foregoing resolution was passed and adopted by the Governing Board of the Sacramento Transportation Authority at a regular meeting thereof this 9th day of May 2019, by the following vote, to wit:

AYES:

NOES:

ABSENT:

RECUSAL:

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Chair of the Governing Body of the  
Sacramento Transportation Authority

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Clerk of the Governing Body of the  
Sacramento Transportation Authority



**DECEMBER 12, 2019**

**AGENDA ITEM # 5**

**DISCUSSION DRAFT MEASURE A TRANSPORTATION EXPENDITURE PLAN**

Action Requested: Continue Public Hearing

Prepared By: Will Kempton, Executive Director

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**Recommendation**

1. Receive public comment on the Discussion Draft Measure A Transportation Expenditure Plan
2. Continue discussion on Discussion Draft Measure A Transportation Expenditure Plan
3. Receive presentation of Proposed Ordinance No. STA 20-01 for discussion
4. Approve revised schedule and next steps (Tentative 2020 Measure A Transportation Sales Tax Timeline)

**Background**

Last month, a Discussion Draft 2020 Measure A Transportation Expenditure Plan (TEP) was released for public review and comment. Due to scheduling difficulties at the December meeting, the Authority was unable to receive comments from all members of the public and stakeholders present who desired to provide input. Requests to Speak from the December meeting have been retained and the clerk will provide those speaker cards to the Chair prior to the meeting. If members of the public wish to speak on a different item, they will have to submit a new speaker's card at the meeting for that purpose.

**Discussion**

Recommendation 1 relates to continuing the public comment carried over from the previous meeting and these comments will be heard first at the meeting. Following the delayed public comments, there will be continued discussion on the TEP among Authority members with the opportunity for additional public input (Recommendation 2). Recommendation 3 relates to the presentation of the ordinance (copy attached) providing for a one-half of one percent sales tax for local transportation purposes in Sacramento County. The ordinance is presented for discussion purposes only. Finally, under Recommendation 4, the Authority will be asked to approve a revised timeline for activities and actions related to the proposed 2020 Measure A Transportation Sales Tax.

**There will be no final approval/adoption action taken at the January Meeting regarding the Draft Expenditure Plan or the Proposed Ordinance.** Based on feedback from members of the public, local jurisdictions, stakeholders, and the Authority, it is apparent that more time will be needed

to complete the necessary processes of developing an Ordinance and accompanying TEP that reflect the values and priorities of the community, local agencies and policymakers and is responsive to the most urgent unmet needs of our transportation system. As a result, the Chair has requested modifications be made to the schedule for adopting a final Tentative Measure A Transportation Expenditure Plan for presentations to the cities and the County for approval as required by the California Public Utilities Code.

These modifications include the addition of two special Authority meetings to be scheduled on Wednesday, February 5<sup>th</sup> and Wednesday of February 19<sup>th</sup> (if necessary) at 1:30 p.m. in the Board of Supervisors Chambers. The purpose of the additional meetings is to allow more opportunities for public input on the TEP and to allow for greater public engagement in the process of developing an acceptable proposal. The schedule for the regular February 13<sup>th</sup> meeting is unchanged, but the tentative adoption of the TEP is moved to the March 12<sup>th</sup> meeting. Formal adoption of the ordinance, including the TEP, cannot be accomplished until approved by a majority of the cities representing a majority of the incorporated area population and the Board of Supervisors in Sacramento County. Approval of the attached Tentative 2020 Measure A Transportation Sales Tax Timeline will implement these modifications.

*Attachments*

**PROPOSED ORDINANCE NO. STA 20-01**

**AN ORDINANCE PROVIDING FOR A ONE-HALF OF ONE PERCENT**

**RETAIL TRANSACTIONS AND USE TAX FOR LOCAL TRANSPORTATION PURPOSES IN**

**SACRAMENTO COUNTY**

**BE IT ENACTED BY THE GOVERNING BOARD OF THE**

**SACRAMENTO TRANSPORTATION AUTHORITY**

**GUIDING PRINCIPLES AND PREAMBLE**

To maintain and improve the quality of life in Sacramento County, the Sacramento Transportation Authority (STA) has prepared the Transportation Maintenance, Safety, and Congestion Relief Act - Sacramento County Measure A Transportation Expenditure Plan:

To provide a transportation system that addresses the needs of all Sacramento County residents;

To maintain and rehabilitate the County's street and road system and keep transit, road and pedestrian, and bicycle facilities safe;

To reduce traffic congestion, reduce bottlenecks, and make the County's transportation system operate more efficiently and effectively;

To expand rail and bus service, improve system connectivity, provide better mobility options for our aging population, and make public transportation more accessible, convenient, and affordable;

To improve air quality, reduce greenhouse gas emission, support the State's climate goals, create jobs, and generate local economic benefits;

To provide investment in the County's entire transportation network and to integrate the capacity and benefits of all modes, including highways, rail transit streets and roads, and active transportation;

To distribute funding to address the transportation investment priorities of the incorporated cities and unincorporated county areas in a geographically-equitable manner;

To improve the ability of all local jurisdictions and agencies to leverage regional, state, and federal transportation funding programs;

To provide flexibility for future allocations of funding to meet changing needs while maintaining program commitments to the voters;

To develop an expenditure plan that is acceptable to the voters and residents of Sacramento County, and,

To provide accountability and transparency in protecting and monitoring the public's investments through independent audits and oversight.

This one-half of one percent retail transactions and use tax is statutorily dedicated for transportation planning, design, construction, operations, and maintenance in Sacramento County, and cannot be used for other governmental purposes or programs. This Ordinance includes specific safeguards to ensure that revenues from the one-half of one percent transactions and use tax are used only to fund the transportation projects and services set forth in the Sacramento County Measure A Transportation Expenditure Plan (Exhibit A). These safeguards include:

An Independent Taxpayer Oversight Committee (ITOC) exists to supervise fiscal and performance audits regarding the use of the transactions and use tax revenues and to provide for independent review to ensure that all affected funds are spent in accordance with the provisions of the Expenditure Plan and Ordinance.

A declaration that the sales tax revenues are for transportation projects and services specifically described herein. Recipient agencies may not use the resulting funds to displace existing funds dedicated to transportation projects and programs, as the revenues are intended to supplement, not replace, traditional transportation funding programs.

Notwithstanding any provision of the Expenditure Plan, STA may expend up to, but not to exceed, one percent (1.0%) of annual net Measure A revenue on cost of STA administration.

A requirement that the Authority conduct a mandatory Expenditure Plan review every 10 years to ensure that the program reflects contemporary community needs in light of changing demographics and technology. The Expenditure Plan can only be modified following a public review process, upon the approval of the Sacramento County Board of Supervisors with affirmation by the city councils of a majority of the incorporated cities representing a majority of the incorporated area population, and ratification by a majority of the County electorate at the first general election following completion of this process.

**SECTION I. TITLE AND SUMMARY.** This Ordinance shall be known as the Transportation Maintenance, Safety, and Congestion Relief Act of 2020-Sacramento Transportation Authority Measure A Transactions and Use Tax Ordinance. The Sacramento Transportation Authority hereinafter shall be called "Authority". This Ordinance shall be applicable in the incorporated and unincorporated territory of the County of Sacramento, which shall be referred to herein as "District". This Ordinance provides for the imposition of a retail transactions and use tax of one-half of one percent for local transportation purposes for a period of forty (40) years.

**SECTION II. PURPOSE.** This Ordinance is adopted to achieve the following, among other purposes, and directs that the provisions hereof be interpreted in order to accomplish those purposes:

- A. To impose a retail transactions and use tax in accordance with the provisions of Part 1.6 (commencing with Section 7251) of Division 2 of the Revenue and Taxation Code and Section 180000 et. seq. of the Public Utilities Code, which authorizes the Authority to adopt this tax ordinance which shall be operative if a two-thirds majority of the electors voting on the measure approve the imposition of the tax at an election called for that purpose.
- B. To adopt a retail transactions and use tax ordinance that incorporates provisions identical to those of the Sales and Use Tax Law of the State of California insofar as those provisions are not inconsistent with the requirements and limitations contained in Part 1.6 of Division 2 of the Revenue and Taxation Code.
- C. To adopt a retail transactions and use tax ordinance that imposes a tax and provides a measure therefor that can be administered and collected by the California Department of Tax and Fee Administration (CADTFA) in a manner that adapts itself as fully practicable to, and requires the least possible deviation from, the existing statutory and administrative procedures followed by the CADTFA in administering and collecting the California State Sales and Use Taxes.
- D. To adopt a retail transactions and use tax ordinance that can be administered in a manner that will be, to the greatest degree possible, consistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, minimize the cost of collecting the transactions and use taxes, and at the same time, minimize the burden of record keeping upon persons subject to taxation under the provisions of this Ordinance.

**SECTION III. MANDATED TAXPAYER SAFEGUARDS.**

- A. Independent Taxpayer Oversight Committee. An Independent Taxpayer Oversight Committee exists as specified in Exhibit B of this Ordinance to provide citizen review and to ensure that all Measure A funds are spent in accordance with provisions of the Expenditure Plan and Ordinance. Exhibit B sets forth the specific terms and conditions for the Independent Taxpayer Oversight Committee and its role in supervising regular independent financial and performance audits.
- B. Administrative Costs. The Authority shall expend only that portion of revenues generated from this Measure A sales tax that is necessary and reasonable to carry out its responsibilities for audit, STA administrative expenses, staff support and contract services. Notwithstanding any provision of the Expenditure Plan, STA may expend up to, but not to exceed, one percent (1.0%) of annual net Measure A tax revenue on costs of STA administration.

C. Maintenance of Effort. By enactment of this Ordinance, the Authority intends that the funding provided to recipient agencies will supplement and not replace existing local revenues being used for transportation purposes. Measure A revenues shall not be used to supplant existing transportation funding programs. The County and the cities must continue to impose their local transportation impact fees on new development, along with the Sacramento Countywide Transportation Mitigation Fee Program required by Ordinance No. STA 04-01. The Authority and the ITOC shall enforce this provision by appropriate review, including fiscal and performance audits of recipient agencies.

**SECTION IV. DEFINITIONS.** For the purposes of this Ordinance, the following terms shall have the following meaning:

“Expenditure Plan” means the Sacramento County Measure A Expenditure Plan 2021-2061 (attached as Exhibit A and adopted as part of this Ordinance) including any future amendments thereto.

“County” means the County of Sacramento.

“Authority” means the Sacramento Transportation Authority, a countywide special district formed under the Local Transportation Authority and Improvement Act, commencing at Section 180000 of the California Public Utilities Code.

“Existing Tax” means the 2009 Measure A one-half of one percent retail transactions and use tax adopted pursuant to Ordinance No. STA-04-01.

“Measure A” means this 2020 Ordinance (Ordinance No. STA-20-01) establishing a one-half of one percent retail transactions and use tax.

**SECTION V. AUTHORITY.** This Ordinance is enacted pursuant to the provisions of Division 19 (commencing with Section 180000) of the California Public Utilities Code and Part 1.6 of Division 2 of the California Revenue and Taxation Code.

**SECTION VI. IMPOSITION OF RETAIL TRANSACTIONS AND USE TAX.** Upon voter approval, the Authority shall impose, in the incorporated and unincorporated territory of the County of Sacramento, a transactions and use tax for transportation purposes (“the tax”) at the rate of one-half of one percent (0.5%) for forty (40) years beginning April 1, 2021. The tax shall be imposed by the Authority in accordance with Section 180201 of the California Public Utilities Code and Part 1.6 (commencing with Section 7251) of Division 2 of the California Revenue Taxation Code. The provisions of Revenue and Taxation Code Sections 7261 and 7262 and the applicable provision of Ordinance No. STA-04-01, unless specifically modified by this Ordinance, are incorporated herein by reference as though fully set forth herein. The tax shall be in addition to any other taxes authorized by law, including any existing or future state or local sales tax or transactions and use tax.

**SECTION VII. PLACE OF SALE.** For the purposes of this Ordinance, all retail sales are consummated at the place of business of the retailer unless the tangible personal property sold is delivered by the retailer or his agent to an out-of-state destination or to a common carrier for delivery to an out-of-state destination. The gross receipts from such sales shall include delivery charges, when such charges are subject to the state sales and use tax, regardless of the place to which delivery is made. In the event a retailer has no permanent place of business in the State or has more than one place of business, the place or places at which the retail sales are consummated shall be determined under rules and regulations to be prescribed and adopted by the CADTFA.

**SECTION VIII. USE OF PROCEEDS.** Revenues from the tax shall be used for transportation purposes only as set forth in the Expenditure Plan (Exhibit A) and may include, but are not limited to, administration of STA, construction, maintenance, and operations of local streets and roads (including bicycle and pedestrian uses), state highways, and public transit systems. These purposes include expenditures for planning, environmental review and mitigation, project engineering and design, and associated right-of-way acquisition. Expenditures also may include debt service on bonds and expenses related to the issuance and administration of bonds.

**SECTION IX. BONDING AUTHORITY.** Upon voter approval of the measure, the Authority shall have the power to sell or issue, from time to time, on or before the collection of taxes, bonds, or other evidence of indebtedness, in the aggregate principal amount at any one time outstanding of not to exceed the estimated proceeds of the tax, and to secure such indebtedness solely by way of future collection of taxes, for capital outlay expenditures set forth in Section VIII hereof, including the carrying out of transportation projects described in the Expenditure Plan.

**SECTION X. ANNUAL APPROPRIATIONS LIMIT.** The annual appropriations limit established pursuant to Section 4 of Article XIIIIB of the California Constitution and Section 180202 of the Public Utilities Code shall be \$283,689,389 for fiscal year 2019-20, consistent with Ordinance No. STA-04-01 and Resolution No. STA-19-0002. The appropriations limit shall be subject to annual adjustment as provided by law.

**SECTION XI. OPERATIVE DATE.** Subject to voter approval, this Ordinance shall become operative on the first day of the first calendar quarter commencing more than 110 days after the adoption of this Ordinance but in no event earlier than April 1, 2021.

**SECTION XII. CONTRACT WITH STATE.** Prior to the operative date of this Ordinance, the Authority shall contract with the CADTFA to perform all functions incidental to the administration and operation of this Ordinance; provided, that if the Authority shall not have contracted with the CADTFA prior to the operative date, it shall nevertheless so contract and in such a case the operative date shall be the first day of the first calendar quarter following the execution of such a contract.

**SECTION XIII. ADOPTION OF PROVISIONS OF STATE LAW.** Except as otherwise provided in this ordinance and except insofar as they are inconsistent with the provisions of Part 1.6 of Division 2 of the Revenue and Taxation Code, all of the provisions of Part 1 (commencing with Section 6001) of Division 2 of the Revenue and Taxation Code are hereby adopted and made a part of this Ordinance as though fully set forth herein.

**SECTION XIV. LIMITATIONS ON ADOPTION OF STATE LAW AND COLLECTION OF USE TAXES.** In adopting the provisions of Part 1 of Division 2 of the Revenue and Taxation Code:

- A. Wherever the State of California is named or referred to as the taxing agency, the name of this Authority shall be substituted therefor. However, the substitution shall not be made when:
  1. The word "State" is used as part of the title of the State Controller, State Treasurer, Victim Compensation and Government Claims Board, California Department of Tax and Fee Administration (CADTFA), State Treasury, or the Constitution of the State of California;
  2. The result of that substitution would require action to be taken by or against this Authority or any agency, officer, or employee thereof rather than by or against the CADTFA, in performing the functions incident to the administration or operation of this Ordinance.
  3. In those sections, including, but not necessarily limited to sections referring to the exterior boundaries of the State of California, where the result of the substitution would be to:
    - a. Provide an exemption from this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not otherwise be exempt from this tax while such sales, storage, use or other consumption remain subject to tax by the State under the provisions of Part 1 of Division 2 of the Revenue and Taxation Code, or;
    - b. Impose this tax with respect to certain sales, storage, use or other consumption of tangible personal property which would not be subject to tax by the State under the said provision of that code.
  4. In Sections 6701, 6702 (except in the last sentence thereof), 6711, 6715, 6737, 6797 or 6828 of the Revenue and Taxation Code.

B. The word "District" shall be substituted for the word "State" in the phrase "retailer engaged in business in this State" in Section 6203 and in the definition of that phrase in Section 6203.

**SECTION XV. PERMIT NOT REQUIRED.** If a seller's permit has been issued to a retailer under Section 6067 of the Revenue and Taxation Code, an additional transactor's permit shall not be required by this Ordinance.

**SECTION XVI. EXEMPTIONS AND EXCLUSIONS.**

A. There shall be excluded from the measure of the transactions tax and the use tax the amount of any sales tax or use tax imposed by the State of California or by any city, city and county, or county pursuant to the Bradley-Burns Uniform Local Sales and Use Tax Law or the amount of any state-administered transactions or use tax.

B. There are exempted from the computation of the amount of transactions tax the gross receipts from:

1. Sales of tangible personal property, other than fuel or petroleum products, to operators of aircraft to be used or consumed principally outside the County in which the sale is made and directly and exclusively in the use of such aircraft as common carriers of persons or property under the authority of the laws of this State, the United States, or any foreign government.
2. Sales of property to be used outside the District which is shipped to a point outside the District, pursuant to the contract of sale, by delivery to such point by the retailer or his agent, or by delivery by the retailer to a carrier for shipment to a consignee at such point. For the purposes of this paragraph, delivery to a point outside the District shall be satisfied:
  - a. With respect to vehicles (other than commercial vehicles) subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, and undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code by registration to an out-of-District address and by a declaration under penalty of perjury, signed by the buyer, stating that such address is, in fact, his or her principal place of residence; and
  - b. With respect to commercial vehicles, by registration to a place of business out-of-District and declaration under penalty of perjury, signed by the buyer, that the vehicle will be operated from that address.
3. The sale of tangible personal property if the seller is obligated to furnish the property for a fixed price pursuant to a contract entered into prior to the operative date of this ordinance.

4. A lease of tangible personal property which is a continuing sale of such property, for any period of time for which the lessor is obligated to lease the property for an amount fixed by the lease prior to the operative date of this ordinance.
5. For the purposes of subparagraphs (3) and (4) of this section, the sale or lease of tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

C. There are exempted from the use tax imposed by this ordinance, the storage, use or other consumption in this District of tangible personal property:

1. The gross receipts from the sale of which have been subject to a transactions tax under any state-administered transactions and use tax ordinance.
2. Other than fuel or petroleum products purchased by operators of aircraft and used or consumed by such operators directly and exclusively in the use of such aircraft as common carriers of persons or property for hire or compensation under a certificate of public convenience and necessity issued pursuant to the laws of this State, the United States, or any foreign government. This exemption is in addition to the exemptions provided in Sections 6366 and 6366.1 of the Revenue and Taxation Code of the State of California.
3. If the purchaser is obligated to purchase the property for a fixed price pursuant to a contract entered into prior to the operative date of this Ordinance.
4. If the possession of, or the exercise of any right or power over, the tangible personal property arises under a lease which is a continuing purchase of such property for any period of time for which the lessee is obligated to lease the property for an amount fixed by a lease prior to the operative date of this Ordinance.
5. For the purposes of subparagraphs (3) and (4) of this section, storage, use, or other consumption or possession of, or exercise of any right or power over, tangible personal property shall be deemed not to be obligated pursuant to a contract or lease for any period of time for which any party to the contract or lease has the unconditional right to terminate the contract or lease upon notice, whether or not such right is exercised.

6. Except as provided in subparagraph (7), a retailer engaged in business in the District shall not be required to collect use tax from the purchaser of tangible personal property, unless the retailer ships or delivers the property into the District or participates within the District in making the sale of the property, including, but not limited to, soliciting or receiving the order, either directly or indirectly, at a place of business of the retailer in the District or through any representative, agent, canvasser, solicitor, subsidiary, or person in the District under the authority of the retailer.
7. "A retailer engaged in business in the District" shall also include any retailer of any of the following: vehicles subject to registration pursuant to Chapter 1 (commencing with Section 4000) of Division 3 of the Vehicle Code, aircraft licensed in compliance with Section 21411 of the Public Utilities Code, or undocumented vessels registered under Division 3.5 (commencing with Section 9840) of the Vehicle Code. That retailer shall be required to collect use tax from any purchaser who registers or licenses the vehicle, vessel, or aircraft at an address in the District.

D. Any person subject to use tax under this ordinance may credit against that tax any transactions tax or reimbursement for transactions tax paid to a District imposing, or retailer liable for a transactions tax pursuant to Part 1.6 of Division 2 of the Revenue and Taxation Code with respect to the sale to the person of the property the storage, use or other consumption of which is subject to the use tax.

**SECTION XVII. STATUTORY AMENDMENTS.** All amendments subsequent to the effective date of this Ordinance to Part 1 of Division 2 of the Revenue and Taxation Code relating to sales and use taxes which are not inconsistent with Part 1.6 and Part 1.7 of Division 2 of the Revenue and Taxation Code, and all amendments to Part 1.6 of Division 2 of the Revenue and Taxation Code, shall automatically become a part of this Ordinance, provided however, that no such amendment shall operate so as to affect the rate of tax imposed by this Ordinance.

**SECTION XVIII. ENJOINING COLLECTION FORBIDDEN.** No injunction or writ of mandate or other legal or equitable process shall issue in any suit, action or proceeding in any court against the State or the Authority, or against any officer of the State or the Authority, to prevent or enjoin the collection under this Ordinance, or Part 1.6 of Division 2 of the Revenue and Taxation Code, of any tax or any amount of tax required to be collected.

**SECTION XIX. ELECTION.** The Authority requests that the Sacramento County Board of Supervisors call an election for voter consideration of this Ordinance, which election shall be held on November 3, 2020, and consolidated with other elections to be held on the same date; that the measure be designated Measure "A," and that it appear first in order on the County ballot before all other local measures. The election shall be called and conducted in the same manner as provided by law for other elections by a county. The sample ballot to be mailed to voters shall include the ballot proposition set forth below and the Voter Information Handbook shall include the Expenditure Plan. Approval of this Ordinance and the imposition of the tax shall require an affirmative vote of two-thirds of the electors voting on the measure at the election described in this section. The measure to be placed on the ballot shall read substantially as follows:

To:

Fill potholes and repave streets;

Repair deteriorating bridges and overpasses;

Reduce traffic congestion on roads and freeways;

Build a new expressway between Elk Grove, Rancho Cordova, and Folsom;

Extend Light Rail and express bus service toward the Sacramento Airport and Elk Grove;

Support Light Rail and bus operations, maintenance, and security; and

Improve bicycle and pedestrian safety;

Shall the ordinance enacting a 40-year countywide one-half cent sales tax, raising approximately \$130 million annually, with independent oversight and audits, be adopted?

**SECTION XX. EXPENDITURE PLAN AMENDMENTS.** Except as set forth in Section 180207 of the Public Utilities Code, the Expenditure Plan may only be amended by the following process:

1. Beginning in 2031, and every 10 years thereafter, the Authority shall review and, if necessary, propose amendments to the Expenditure Plan to meet changing transportation needs and priorities. Such review shall consider input from the Measure A recipient agencies, other transportation agencies and interest groups, and the general public.
2. The Authority shall notify the County Board of Supervisors, the city councils, and the policy boards of other Measure A recipient agencies in writing of its initiation of an Expenditure Plan amendment(s), reciting findings of necessity.

3. Any Expenditure Plan amendment(s) resulting from this process must be approved by the County Board of Supervisors and a majority of the city councils representing a majority of the incorporated area population.
4. Actions of the County Board of Supervisors and city councils regarding the proposed amendment(s) shall be communicated to the Authority within 60 days after the date notification is mailed. Failure of the Board of Supervisors or a city council to notify the Authority of formal action within 60 days of notification shall constitute approval by that respective policy board.

**SECTION XXI. SEVERABILITY.** If any provision of this Ordinance is for any reason held invalid or unenforceable by a court of competent jurisdiction, that holding shall not affect the validity or enforceability of the remaining provisions, or the Existing Tax, and the Authority declares that it would have adopted each part of this Ordinance irrespective of the validity of any other part.

**SECTION XXII. THE EXISTING TAX.** Nothing in this Ordinance is intended to modify, repeal, alter, or increase the Existing Tax. The provisions of this Ordinance shall apply solely to the retail transactions and use tax adopted herein and not to the collection or administration of the Existing Tax.

**SECTION XXIII. TERMINATION DATE.** The authority to levy the tax imposed by this Ordinance shall expire March 31, 2061.

**SECTION XXIV.** This Ordinance was introduced and the title thereof read at the regular meeting of the Authority Governing Board on January 9, 2020.

On a motion by Member \_\_\_\_\_, seconded by Member \_\_\_\_\_, the foregoing Ordinance was passed and enacted by the Governing Board of the Sacramento Transportation Authority, State of California, at a regular meeting thereof, this 9th day of January, 2020, by the following vote, to wit:

AYES: Members

NOES: Members

ABSENT: Members

ABSTAIN: Members

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Chair

Governing Board of the

Sacramento Transportation Authority

ATTEST:

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Clerk

## **EXHIBIT A**

### **The Transportation Maintenance, Safety, and Congestion Relief Act**

### **Sacramento County Measure A Transportation Sales Tax Expenditure Plan (2021-2061)**

#### **I. Implementation Guidelines**

- A. Revenue Estimates and Distribution.** Allocation of revenue authorized by Ordinance No. STA-20-01 is established within this Expenditure Plan. Funds shall be allocated to Expenditure Plan categories by percentage of revenue received. An estimate of revenues and allocations among categories is reflected in this Expenditure Plan. Some category allocations will be sub-allocated by formula to specified local transportation providers for expenditures on specified projects as set forth in this Expenditure Plan. The estimated revenue is based on 2019 value of funds and is not binding or controlling. Estimated revenues are net of required California Department of Tax and Fee Administration administrative fees.
- B. Contribution from New Property Development.** This Measure A Expenditure Plan does not impose a new impact fee requirement on property development. No revenue generated from the tax, however, shall be used to supplant transportation mitigation fees currently imposed on new property development in Sacramento County. The County and each incorporated city must continue to impose transportation impact fee programs as required in Ordinance No. STA-04-01 as a condition for receiving Measure A funds.
- C. Requirement for Annual Financial and Performance Audits of Measure A Funds.** The Authority and each agency receiving an allocation of Measure A revenue authorized by this Expenditure Plan shall undergo an annual financial audit performed in accordance with generally accepted accounting standards and government auditing standards issued by the Comptroller General of the United States. The annual audit shall be supervised by the Authority's Independent Taxpayer Oversight Committee (ITOC). Compliance audits shall also be periodically conducted to ensure that Measure A funds are expended in accordance with the provisions and guidelines established by this Expenditure Plan. In addition, the ITOC shall conduct periodic performance audits to determine progress in meeting program performance standards adopted by the Authority Board, and to make recommendations for improving overall program performance. The Authority Board shall adopt the relevant performance standards no later than April 1, 2021.

- D. Five-Year Programs.** Each recipient agency must prepare and adopt biennially a five-year program that is approved by the Authority Board. The first five-year program must be completed by December 31, 2021, and updated thereafter on a biennial basis. Section II identifies reporting requirements for specific funding categories.
- E. "Fix it First" Investment Priority for Years 1-5.** Authority allocations for the first five years following implementation of STA Ordinance No. 20-01 (2021-2026) shall prioritize "Fix-it-First" road, transit, safety, bicycle, and pedestrian investments. For recipient agencies responsible for maintaining streets and roads, the five-year program and each biennial update shall include a pavement and bridge maintenance report that is consistent with the "Maintenance of Effort" requirement in Section IV A of the Ordinance STA-04-01 Expenditure Plan. For the Sacramento Regional Transit District (SacRT), the five-year program and each biennial update shall include performance indicators to assess whether "Fix-it-First" investment needs are being prioritized and to demonstrate that the agency is adhering to the financial management policies identified in Section II.
- F. Clear Format to Assess Progress.** For all agencies receiving "Fix-it-First" funding allocations, the five-year programs and biennial updates shall be provided in a format to clearly assess progress towards improved maintenance and operations of existing transportation assets.
- G. Complete Streets.** All Authority allocation decisions shall consider the needs of all types of transportation and all users. Five-year programs submitted by recipient agencies and approved by the Authority Board shall be consistent with any locally approved Complete Streets requirements in order to ensure that all transportation types and users are considered in the expenditure of funds.
- H. Federal Air Quality Requirements.** Measure A Expenditure Plan funds programmed for a project construction phase shall not impair the ability of the region's Metropolitan Transportation Plan (MTP) and Metropolitan Transportation Improvement Program (MTIP) to meet federal air quality conformity, as determined by the Sacramento Transportation Authority Governing Board.
- I. Revenue Estimate.** Tax revenues generated by this Ordinance No. STA-20-01 during the 40-year term are expected to be \$8,170,000,000 based on 2019 dollar values. The revenue estimate is not binding or controlling. The Authority Board shall make periodic allocation adjustments to reflect actual revenues received but may not amend the formula allocation set forth in this Expenditure Plan except as permitted in this Ordinance No. STA-20-01 or Section 180207 of the Public Utilities Code.

## II. Measure A Revenue Allocations

All sales tax revenues, net of California Department of Tax and Fee Administration administrative fees, shall be expended as follows:

**A. Local Street and Road Repair and Transformative System Improvements.** 38.2% of all annual sales tax revenues shall be allocated monthly to each incorporated city and the unincorporated County based 75% on relative population (per most recent annual California Department of Finance estimate) and 25% on relative paved and maintained road mileage (as reported in each entity's automated Pavement Management System) for project development, right-of-way, construction, and provision of:

1. "Fix it First" pavement maintenance, pavement rehabilitation, safety projects, and bridge repair, including "Complete Streets" improvements, which consist of the rehabilitation and modification of existing arterial streets to contemporary urban standards sufficient to serve all users of the facilities, such as bicyclists, pedestrians, and transit users.
2. New or expanded arterial streets, roads, bridges, and interchanges, including "Complete Streets" improvements, which consist of the rehabilitation and modification of existing arterial streets to contemporary urban standards sufficient to serve all users of the facilities, such as bicyclists, pedestrians, and transit users.
3. Intelligent Transportation System (ITS) modifications to the existing street and road system to facilitate improved accessibility, safety, operations, and efficiency.
4. Improvements to facilitate safe and convenient pedestrian, bicycle, and other non-motorized local trips, safe routes to school, lighting and synchronized signals, vehicle charging stations, trail improvements and other improvements to better facilitate improved mobility and the development of alternative travel options.

### ***Local Street and Road "Fix it First" Commitment***

For the first five years following the date of implementation of STA Ordinance No. 20-01, not less than 50% of the funds identified in this Local Streets and Road Repair and Transformative System Improvements program shall be used exclusively by all cities and the County of Sacramento for "Fix it First" street, road, and bridge preventative maintenance and rehabilitation so as to bring these facilities throughout Sacramento County up to a Pavement Condition Index (PCI) of at least 70 at the soonest possible time.

A 70 PCI is generally defined as safe, reliable, and smooth street surfaces with little to no blemishes, potholes, or substantial cracking. Streets and roads with a 70 PCI are expected to have a comfortable and safe ride for all motorized vehicles and bicycles, with minimum wear and tear on all such users.

The definition of maintenance and rehabilitation shall include as eligible for these funds the non-capacity upgrade of existing streets and roads to a contemporary urban standard (Complete Streets), including improvements to enhance safety and access for pedestrians, bicycles, and transit users.

Prior to the end of the five-year period following implementation of STA Ordinance No. 20-01, the 50% commitment to "Fix it First" maintenance and rehabilitation may be reduced and any city and the County of Sacramento may direct a higher percentage of those funds to new roadway or transformative system improvement projects, provided the following conditions have been met:

1. The public agency manager responsible for road maintenance has certified in writing to the City Council and City Manager in a city and the Board of Supervisors and the Chief Administrative Officer at the County that the road facilities under their management have met or will meet within the next 12 months a 70 PCI rating.
2. The public agency manager responsible for road maintenance has submitted a written plan to the City Manager or County Chief Administrative Officer clearly demonstrating how the 70 PCI rating will be sustained in the future. Any diversion of funds committed to maintenance and rehabilitation can only continue as long as a jurisdiction maintains an average PCI of 70 or above for its street and road system.

### ***Accountability***

The objective for Measure A is to assist jurisdictions to achieve—but not require—a local match of at least one-third of total capital project costs. However, a city or the County may direct all or a portion of its formula share of these funds to general street/road pavement maintenance and pavement rehabilitation. The proportional allocation among entities will be recalculated biennially to reflect current population and road mileage data. Each recipient entity shall adopt a five-year program for use of these funds.

The five-year programs will be updated biennially and submitted to the Authority for approval. For recipient agencies responsible for maintaining streets and roads, the biennial updates to the five-year programs shall include pavement and bridge "Maintenance of Effort" reports that are consistent with the requirement under STA Ordinance No. 04-01.

**B. Sacramento Regional Transit District (SacRT) Maintenance, Operations, and Transformative System Improvements.** 23.6% of annual sales tax revenues shall be used for light rail and bus vehicle replacement, operations and maintenance of existing services, operations and maintenance for new services partially funded through this Expenditure Plan, improved access for the senior and disabled populations, fare reductions for transit dependent riders, and the implementation of innovative services that will improve transit connections and encourage increased ridership.

***SacRT "Fix-it-First" Commitment***

For the five years following the date of implementation of STA Ordinance No. 20-01, not less than 50% of the total funds directly allocated to the Sacramento Regional Transit District (SacRT) shall be used exclusively by SacRT for "Fix it First" bus and light rail vehicle replacement, operations, maintenance, and security for existing services at the soonest possible time. During this period, the following performance metrics shall also be met:

1. Annual ridership shall increase over the most recent rolling five-year average standard as set by the SacRT Board.
2. SacRT shall meet or exceed the farebox recovery ratio as required by the Transportation Development Act and SacRT Board.
3. SacRT's Operating Reserves shall meet or exceed the requirements in the SacRT Board-adopted Reserve Policy.

Prior to the end of the five-year period following implementation of STA Ordinance No. 20-01, the 50% commitment to "Fix it First" vehicle replacement, maintenance, operations, and security may be reduced, and SacRT may direct a higher percentage of the funds to new transit capital projects, provided the following conditions have been met:

1. The SacRT Assistant General Manager of Administration has certified in writing to the SacRT General Manager/CEO and SacRT Board of Directors that the performance metrics above have been met.
2. The Assistant General Manager of Administration has submitted a written five-year expenditure plan to the General Manager/CEO clearly demonstrating how the performance metrics will be sustained in the future in full consideration of the funds recommended for new transit capital purposes over the five-year period.

***Accountability***

The objective for Measure A is to assist—but not require—the Sacramento Regional Transit

District (SacRT) to achieve funding from other sources for at least a third of total capital project costs and half of operations and maintenance costs for new expansion transit projects listed in this Expenditure Plan.

SacRT shall develop a five-year program for use of all capital and operations funds, updated biennially and submitted to STA for approval before allocations are made. SacRT must be in compliance with the financial management provisions of this section before the Authority Board can consider the allocation of these funds.

For SacRT, the five-year program and each biennial program update shall include performance indicators to assess if “Fix-it-First” investment needs are being prioritized, expenditures are consistent with the adopted Metropolitan Transportation Plan and the SacRT Short-Range Transit Plan, and SacRT is meeting the policy objectives and any specified performance indicators set forth in the three financial management policies adopted by the SacRT Board:

1. Comprehensive Reserve Policy
2. Financial Sustainability Policy
3. Farebox Recovery Policy

Funding for light rail extensions will only be available after analyzing ridership potential based on approved general plans and zoning land use designations in proximity to planned stations and inclusion of the project in the Metropolitan Transportation Plan. First priority for Federal New Starts funds will be the proposed Green Line extension toward SMF. Details of these funding policies will be specified in an MOU between appropriate jurisdictions seeking a light rail extension, SacRT, STA, and the Sacramento Area Council of Governments. If these terms are not met for a proposed light rail extension, then funds would be reprogrammed for other transit projects in the affected jurisdiction, subject to the approval of the STA Board.

**C. Congestion Relief and System Access Improvements.** 32.3% of annual sales tax revenues shall be used for project development, right-of-way, and construction of highway, transit, rail, and expressway expansion and widening projects affecting multiple local entities, that reduce congestion, improve operations, and enhance access to the overall transportation network. The objective is for Measure A to assist—but not require—agencies, including the California Department of Transportation and Capital Southeast Connector Joint Powers Authority, to achieve a match of at least a third of the total cost of each of the eligible projects listed for this category in this Expenditure Plan. However, interchange projects included in this category will require a local and/or developer match of at least one third of the cost of the improvement.

**D. Senior and Disabled Transportation Services.** 3.0% of annual sales tax revenues shall be used

for planning, design, operational, maintenance, and capital acquisition activities of the Consolidated Transportation Services Agency (CTSA) and SacRT to provide demand-responsive transportation services to eligible seniors and disabled residents. Operations funds shall be allocated monthly. The CTSA and SacRT shall adopt a five-year program for use of these funds. The five-year plan will be updated biennially and submitted to the Authority for approval.

- E. Program Administration – Taxpayer Oversight.** 1.0% of annual sales tax revenues shall be allocated monthly to the Authority for general and financial administration of STA and the Measure A program, coordination and consultation with Measure A recipient entities and SACOG, facilitation and administration of the Independent Taxpayer Oversight Committee, independent financial and performance audits, and ongoing public information and outreach.

## MEASURE A 2020 TENTATIVE TRANSPORTATION EXPENDITURE PLAN

DECEMBER 12, 2019 DISCUSSION DRAFT

(All figures in millions of dollars)

### LOCAL STREET AND ROAD REPAIR AND TRANSFORMATIVE SYSTEM

**IMPROVEMENTS (38.2%)** **\$ 3,125.00**

38.2% of all annual sales tax revenues shall be allocated monthly to each incorporated city and the unincorporated county based 75% on relative population and 25% on relative paved and maintained road mileage. These funds are available for the maintenance and rehabilitation of local streets and roads, and other transformational improvements to the local system. Transformational improvements include safety projects, complete streets with or without capacity expansion, sidewalk and pedestrian improvements, active transportation improvements, safe routes to schools, ADA compliance, intelligent transportation system enhancements, lighting and synchronized signals, vehicle charging stations, trail improvements, major arterial improvements, and other improvements which will help transform the overall system to better facilitate improved mobility and the development of alternative travel options.

For the first five years following implementation of STA Ordinance No. 20-01, not less than 50% of the funds identified for the Local Street and Road Repair and Transformative System Improvements Program shall be used exclusively by all cities and the County of Sacramento for "Fix-It-First," road and bridge preventative maintenance and rehabilitation so as to bring these facilities throughout Sacramento County to a Pavement Condition Index (PCI) of at least 70 at the soonest possible time.

A 70 PCI is generally defined as safe, reliable and smooth street surfaces with little to no blemishes, potholes or substantial cracking. Streets and roads with a 70 PCI are expected to have a comfortable and safe ride for all motorized vehicles and bicycles, with minimum wear and tear on all such users.

The definition of maintenance and rehabilitation shall include as eligible for these funds the non-capacity upgrade of existing streets, including improvements to enhance safety and access for pedestrians, bicycles, and transit users.

Notwithstanding this allocation restriction, prior to the end of the five-year period following implementation of STA Ordinance 20-01, the 50% commitment to "Fix-It-First" maintenance and rehabilitation may be reduced and any city and the County of Sacramento may direct a higher percentage of those funds to new transformative system improvements, provided the following conditions have been met:

1. The public agency manager responsible for road maintenance has certified in writing to the City Council and City Manager in a city and the Board of Supervisors and the Chief Administrative Officer at the County that the road facilities under their management have met or will meet within the next 12 months a 70 PCI rating.
2. The public agency manager responsible for road maintenance has submitted a written plan to the City Manager or County Chief Administrative Officer clearly demonstrating how the 70 PCI rating will be sustained in the future. Any diversion of the funds committed to maintenance and rehabilitation can only continue as long as a jurisdiction maintains an average PCI of 70 or above for its street and road system.

In addition, local jurisdictions must maintain current levels of funding for maintenance and rehabilitation and shall not use funds from this allocation to offset existing funding planned or allocated for this purpose.

<b><u>Citrus Heights (5.3%)</u></b>	<b><u>\$ 165.52</u></b>
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- “Fix it First” Street Maintenance and Rehabilitation
- Complete Streets Program:
  - Auburn Blvd (Phase II)
  - San Juan Avenue (Madison Avenue – Greenback Lane)
  - Greenback Lane (Sunrise Blvd – Fair Oaks Blvd)
  - Sunrise Blvd (Sayonara Drive – Madison Avenue)
  - Antelope Road (Auburn Blvd – Old Auburn Road)
- Antelope Road/I-80 Interchange (Bike, Pedestrian, ADA and Congestion Relief Improvements)\*
- Intelligent Transportation System Improvements
- Bicycle Master Plan Implementation
- Pedestrian Master Plan Implementation
- Americans with Disabilities Act Transition Plan Implementation

**LOCAL STREET AND ROAD REPAIR AND TRANSFORMATIVE SYSTEM IMPROVEMENTS****(continued)****Elk Grove (11.0%)** **\$ 343.53**

- “Fix it First” Street Maintenance and Rehabilitation
- Widen, Rebuild, and Extend Kammerer Road\*
- Construct SR-99 at Whitelock Parkway Interchange\*
- Intelligent Transportation System Improvements
- Citywide Complete Streets Improvements
- Bicycle, Pedestrian, and Trails ADA Master Plan Implementation
- Laguna Creek Trail
- Elk Grove Creek Trail
- Powerline Trail
- Stone Creek Lake Trail and Bridge
- Congestion Reduction on Elk Grove Blvd
- Congestion Reduction on Laguna Blvd/Bond Road
- Pedestrian Overcrossing of UPRR on Elk Grove Blvd
- Pedestrian Overcrossing of UPRR on Laguna Blvd
- City of Elk Grove Smart Corridors

**Folsom (5.3%)** **\$ 165.52**

- “Fix it First” Street Maintenance and Rehabilitation
- Construct US-50 at Empire Ranch Road Interchange\*
- Construct US-50 at Oak Avenue Parkway Interchange\*
- Widen White Rock Road (Prairie City Road – Empire Ranch Road)\*
- Folsom Blvd Bicycle Overcrossing
- Intelligent Transportation System Improvements
- Bicycle Master Plan Implementation
- Pedestrian Master Plan Implementation
- Americans with Disabilities Act Transition Plan Implementation

**LOCAL STREET AND ROAD REPAIR AND TRANSFORMATIVE SYSTEM IMPROVEMENTS** **(continued)**

**Galt (1.7%)** **\$ 53.09**

- “Fix it First” Street Maintenance and Rehabilitation
- Construct SR-99 at Walnut Avenue Interchange\*
- Bicycle Master Plan Implementation
- Pedestrian Master Plan Implementation
- Americans with Disabilities Act Transition Plan Implementation
- Carillion Blvd Complete Streets Improvements

**Isleton (Off the Top)** **\$ 2.00**

- “Fix it First” Street Maintenance and Rehabilitation
- Community Center ADA Ramps and Parking Lot Rehabilitation
- Safety Lights for Tower Park and Ride Lot
- Electric Vehicle Charging Stations
- Dock/Ferry Station Rehabilitation
- Green Streets Plan
- Pilot Shuttle, Isleton to E-Bart Station

**Rancho Cordova (5.1%)** **\$ 159.27**

- “Fix it First” Street Maintenance and Rehabilitation
- Construct US-50 at Rancho Cordova Parkway Interchange\*
- Widen White Rock Road (Sunrise Blvd – Grant Line Road)
- Widen Douglas Road (Sunrise Blvd – Western City Limit with Bridge over Folsom South Canal)
- Sunrise Blvd Complete Streets Improvements (Folsom Blvd – Douglas Road)
- Mather Field Road
- Bicycle Master Plan Implementation
- Pedestrian Master Plan Implementation
- Americans with Disabilities Act Transition Plan Implementation

**LOCAL STREET AND ROAD REPAIR AND TRANSFORMATIVE SYSTEM IMPROVEMENTS** **(continued)**

**Sacramento (31.3%)** **\$ 977.50**

- “Fix it First” Street Maintenance and Rehabilitation
- Sacramento Intermodal Transfer Facility Phase III
- Intelligent Transportation Systems
- Vision ZERO
- Complete Streets
- Active Transportation – Bike Master Plan, Trails, Bridges/Tunnels
- Americans with Disabilities Act – Pedestrian Safety Improvements
- Del Rio Trail
- American River Trail
- Sacramento River Trail
- Richards Blvd/I-5 Interchange\*
- Mack Road/SR-99 Interchange\*
- West El Camino Avenue/I-80 Interchange\*
- Northgate Blvd/I-80 Interchange\*
- 65th Street/US-50 Interchange\*
- I Street Bridge
- American River Bridge to South Natomas (Auto/Bike/Light Rail)
- Broadway Bridge
- Operations and Security
- Cosumnes River Blvd Improvements (SR-99 – Franklin Blvd)

**County of Sacramento (40.4%)** **\$ 1,261.69**

- “Fix it First” Street Maintenance and Rehabilitation
- Bicycle Master Plan Implementation
- Pedestrian Master Plan Implementation
- Americans with Disabilities Act Transition Plan Implementation
- Hazel Avenue/US-50 Interchange\*
- North Watt Avenue at UPRR/Capitol Corridor Overcrossing\*

**LOCAL STREET AND ROAD REPAIR AND TRANSFORMATIVE SYSTEM IMPROVEMENTS (continued)**

**County of Sacramento (continued)**

- Arterial Corridor Rehabilitation with Complete Streets, ITS and Streetscape:
  - Arden Way (Ethan Wy – Watt Avenue)
  - Auburn Blvd (Fulton Avenue – Manzanita Avenue)
  - Cypress Avenue (Edison Avenue – Manzanita Avenue)
  - El Camino Avenue (Ethan Wy – Fair Oaks Blvd)
  - Elverta Road (Watt Avenue – Antelope Road)
  - Fair Oaks Blvd (Howe Avenue – Madison Avenue)
  - Folsom Blvd (Watt Avenue – Bradshaw Road)
  - Fulton Avenue (Auburn Blvd – Fair Oaks Blvd)
  - Garfield Avenue (Greenback Lane – Winding Wy)
  - Greenback Lane (Hazel Avenue – Madison Avenue)
  - Howe Avenue (Auburn Blvd – Fair Oaks Blvd)
  - Madison Avenue (Watt Avenue – Sunrise Blvd)
  - Manzanita Avenue (Auburn Blvd – Fair Oaks Blvd)
  - Marconi Avenue (Howe Avenue – Fair Oaks Blvd)
  - Oak Avenue (Hazel Avenue – Folsom City Limit)
  - Pasadena Avenue (Cypress Avenue – Winding Way)
  - Power Inn Road (Florin Road – Calvine Road)
  - San Juan Avenue (Madison Avenue – Fair Oaks Blvd)
  - Stockton Blvd (North of 65th Street – Power Inn Road)
  - Sunrise Blvd (Madison Avenue – Coloma Road)
  - Watt Avenue (Capital City Freeway – Fair Oaks Blvd)
  - 47th Avenue (Franklin Blvd – Stockton Blvd)
- Road Capacity Expansion w/ Complete Streets and Intelligent Transportation Systems Improvements:
  - Antelope Road (Watt Avenue – Roseville Road)
  - Bradshaw Road (Old Placerville Road – Calvine Road)
  - Calvine Road (Power Inn Road – Grant Line Road)
  - Douglas Road (Rancho Cordova City Limits – Kiefer Blvd)
  - Elkhorn Blvd (Rio Linda Blvd – I-80)
  - Elverta Road (SR-99 – Watt Avenue)
  - Greenback Lane (Fair Oaks Blvd – Hazel Avenue)
  - Hazel Avenue (Placer County Line to Madison Avenue)
  - Jackson Highway (Watt Avenue – Grant Line Road)
  - Madison Avenue (Sunrise Blvd – Greenback Lane)
  - North Watt Avenue (Antelope Road – Capital City Freeway)
  - Roseville Road (Airbase Drive to Placer County Line)
  - South Watt Avenue/Elk Grove-Florin Road (Kiefer Blvd – Calvine Road)
  - Sunrise Blvd (Jackson Highway – Grant Line Road)

**SACRAMENTO REGIONAL TRANSIT DISTRICT (SacRT) MAINTENANCE, OPERATIONS, AND TRANSFORMATIVE SYSTEM IMPROVEMENTS (23.6%)**

**\$ 1,926.00**

Funding for the transit equivalent of “Fix-it-First” along with needed operational and transformative capital improvements. For the first five years following implementation of STA Ordinance No. 20-01, not less than 50% of these funds must be spent on achieving a state of good repair of the transit system, bus replacement, safety, and security. During this period, the following performance metrics shall also be met:

1. Annual ridership shall increase over the most recent rolling five-year average standard as set by the SacRT Board.
2. SacRT shall meet or exceed the farebox recovery ratio as required by the Transportation Development Act and SacRT Board.
3. SacRT’s Operating Reserves shall meet or exceed the requirements in the SacRT Board-adopted Reserve Policy.

Notwithstanding this allocation restriction, prior to the end of the five-year period following implementation of STA Ordinance No. 20-01. The 50% commitment to Fix-It-First vehicle replacement, maintenance, operations and security may be reduced and SacRT may direct a higher percentage of the funds to other activities included in this category, provided the following conditions have been met:

1. The SacRT Assistant General Manager of Administration has certified in writing to the SacRT General Manager/CEO and SacRT Board of Directors that the performance metrics above have been met.
2. The Assistant General Manager of Administration has submitted a written five-year expenditure plan to the General Manager/CEO clearly demonstrating how the performance metrics will be sustained in the future.

Other investments with these funds are intended to provide for improved access for the senior and disabled population, fare subsidies for transit dependent riders, financial support for expanded light rail operations, and the implementation of innovative services that will improve transit connections and encourage increased ridership. The following projects will be eligible for funding through this category:

- Basic State of Good Repair, Bus Replacement, Safety, and Security
- Fare Subsidy Program for Students, Seniors, and Low-income
- Low-floor Trains Systemwide
- ADA Upgrades for Bus and Rail
- Zero Emission Vehicle Shuttles
- Maintenance and Operations of New Light Rail Projects
- SmaRT Ride Microtransit Program
- Florin Station TOD Partnership (\$1.0 million)

<b><u>CONGESTION RELIEF AND SYSTEM ACCESS IMPROVEMENTS (32.3%)</u></b>	<b><u>\$ 2,640.00</u></b>
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Highway, transit or rail projects that reduce congestion, expand capacity, improve operations, and enhance access to the transportation system. Allocations of funding to Caltrans for Highway Congestion Improvement will be used by the department for both project development and capital expenses associated with the projects listed and will provide matching leverage for additional state and federal dollars. Proposed allocation amounts for Sacramento Regional Transit bus and light rail projects included as Transit and Rail Congestion Improvements are intended to be flexible to allow for the Transit Agency to best apply the available funding to achieve the maximum benefit in matching funds from state and federal sources. The System Access Projects include construction or modifications to interchanges interfacing with state highways, and projects listed may be required for mitigation as well as for new or expanded access to the system. These projects will require a local and/or developer match of at least 33.3% of the cost of the improvement.

<b><u>Transit and Rail Congestion Improvement Projects</u></b>	<b><u>\$1,195.00</u></b>
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• LRT Gold Line Express Service	\$20.00
• LRT Green Line Extension (Township 9 – Natomas – Toward SMF)	\$275.00
• LRT Extensions to Elk Grove and Folsom	\$90.00
• BRT to Citrus Heights, Stockton Blvd, and Sunrise (Rancho Cordova)	\$40.00
• Increased Routes and Frequencies for Both Bus and Light Rail Operations	\$650.00
• Sacramento Intermodal Transit Facility Operations	\$40.00
• Commuter Rail Service Enhancements	\$80.00

**CONGESTION RELIEF AND SYSTEM ACCESS IMPROVEMENTS****(continued)****System Access Projects (one-third match required)** **\$445.00**

• Antelope Road/Interstate 80 Interchange (Citrus Heights)	\$12.00
• Whitelock Parkway/SR-99 Interchange (Elk Grove)	\$40.80
• Empire Ranch Road/US-50 Interchange (Folsom)	\$30.00
• Oak Avenue Parkway/US-50 (Folsom)	\$22.00
• Walnut Avenue/SR-99 Interchange (Galt)	\$16.70
• Rancho Cordova Parkway/US-50 Interchange (Rancho Cordova)	\$66.70
• Richards Blvd/I-5 Interchange (Sacramento)	\$30.00
• Mack Road/SR-99 Interchange (Sacramento)	\$30.00
• West El Camino Avenue/I-80 Interchange (Sacramento)	\$30.00
• Northgate Blvd/I-80 Interchange (Sacramento)	\$30.00
• 65th Street/US-50 Interchange (Sacramento)	\$16.70
• Hazel Avenue/US-50 Interchange (County)	\$53.40
• North Watt Avenue at UPRR/Capital Corridor Overcrossing	\$66.70

**Highway Congestion Improvement Projects** **\$1,000.00**

• Caltrans	\$700.00
– Capital City Freeway Bus/Carpool Lanes (Arden Wy – P Street)	
– I-5 Bus/Carpool Lanes (US-50 to SMF)	
– I-5/I-80 Interchange Complex Improvements	
– I-5/US-50 Interchange Complex Improvements	
– SR-99/US-50/Bus-80 Interchange Complex Improvements	
• Capital Southeast Connector (SR-99 – US-50)	\$248.00
• Widen, Rebuild, and Extend Kammerer Road	\$52.00

**SENIOR AND DISABLED TRANSPORTATION SERVICES (3.0%)** **\$ 250.00**

Transit services for the county's senior and disabled population, including vehicle acquisition, operations, and maintenance, development and implementation of scheduling, communications, and service delivery technology to improve customer interface, mobility training for new customers, senior and disabled low fare discount programs, and planning and implementation of new services to accommodate growing customer base.

<b><u>AIR QUALITY (1.5%)</u></b>	<b><u>\$ 127.50</u></b>
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Funding for monitoring, planning, and emission reduction programs to advance on clean air, climate change, and transportation pollution, respond to wildfire smoke impacts, and achieve and maintain health-based air quality standards. Meeting these standards is a legally binding requirement for the region to receive federal funds for road widening, new roads, and other infrastructure projects. The funds will also leverage millions in state dollars to support other regional efforts for active transportation and land use, electrification of the transportation sector, and future mobility options, including deployment of electric school buses, electric transit for first- and last-mile trips, charging and hydrogen fueling infrastructure, and micro-mobility shared uses.

<b><u>REGIONAL MOBILITY CENTER (0.2%)</u></b>	<b><u>\$ 20.00</u></b>
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In collaboration with other public and private entities, funding for a center to foster innovation in clean transportation, including electric and automated vehicle technology, to develop future smart mobility solutions for the region. The center will provide a platform for industry innovators, educational institutions and clean tech regulators to conduct research and development work to create new technology and hardware, and provide a supportive regional environment to attract and grow transformative mobility startup businesses in the area, adding new jobs and stimulating investment in clean and innovative mobility solutions. The center will also contribute to machinery and equipment costs that will be used to train a future workforce for the clean mobility sector.

<b><u>PROGRAM ADMINISTRATION – INDEPENDENT TAXPAYER OVERSIGHT (1.0%)</u></b>	<b><u>\$ 81.70</u></b>
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Limitation on administrative expenditures and support for Independent Taxpayer Oversight. Any unused administration funds will be redistributed by formula back to the recipient agencies.

*Percentages may not add to 100% due to rounding.*

*\*Project included in another category*

## **EXHIBIT B**

### **MEASURE A TAXPAYER SAFEGUARDS**

**Independent Taxpayer Oversight Committee.** The STA Independent Taxpayer Oversight Committee (ITOC) shall participate in and review regular audits to assess the fiscal and program performance of the Measure A sales tax program to ensure that all sales tax funds are expended effectively and in accordance with the provisions of this Ordinance and Expenditure Plan. The ITOC will provide constructive advice to the Authority Board and staff on how to improve program implementation and will study and report on other issues related to current or future administration of Measure A sales tax funds.

**ITOC Membership and Selection.** The composition of the ITOC, eligibility for membership, service terms, and the process for selecting and replacing members will be as set forth in Ordinance No. STA-04-01, with the exception that additional members may be added to the ITOC at the discretion of the Authority Board. ITOC members are prohibited from acting in any commercial activity directly or indirectly involving the Authority, such as being a consultant or vendor to the Authority. ITOC members shall not have direct commercial interest or employment with any public or private entity that receives Measure A sales tax funds.

**Audit Requirement.** The ITOC shall review annual fiscal audits and triennial performance audits, which shall be performed in accordance with generally accepted auditing standards and government auditing standards issued by the Comptroller General of the United States. Performance audits will assess program performance relative to standards to be adopted by the Authority Board. The Board shall adopt program performance standards no later than April 1, 2021, and shall review said standards for currency every five years.

**Role of Financial and Performance Audits.** The ITOC shall consult with the Executive Director and the STA Board regarding the selection of a professional auditing firm to conduct the fiscal and performance audits of the receipt and expenditure of all Measure A sales tax funds. The ITOC will report audit results—with a detailed listing of findings—to the Authority Board and public. The ITOC will recommend additional audits or program review that it believes will improve the financial operation and integrity of program implementation, while meeting all voter mandates. No professional audit firm will conduct more than three consecutive annual fiscal audits.

The Authority Board shall consider findings and recommendations from each annual audit at a publicly-noticed meeting. The annual audit report shall be made readily available to the public on the Authority's website. The Authority Board and staff shall fully cooperate with and provide necessary financial and staff support to ensure that the ITOC effectively carries out its duties and obligations. The annual cost of the ITOC shall not exceed \$150,000, adjusted for inflation, and shall be derived from the one percent (1.0%) of annual sales tax funds earmarked for STA administration.

**Maintenance of Effort.** Funding provided to recipient agencies will supplement—not replace—existing local revenues dedicated for transportation projects and programs. The County and cities must continue to impose their local transportation impact fees on new development, along with the Sacramento Countywide Transportation Mitigation Fee Program (SCTMFP) required by Ordinance No. STA 04-01. The Authority and ITOC shall enforce these requirements through fiscal and performance audits of the recipient agencies.

**Expenditure Plan Amendments.** The Authority shall conduct a formal review of the Expenditure Plan allocations every 10 years, beginning in 2031. The purpose of this review is to ensure that the Measure A program accommodates contemporary community transportation needs in light of changing demographics, technology, and land use. Based on this review, the Authority may adopt amendments to the Expenditure Plan. Such amendments may only take effect following the amendment process outlined in Section XX of this Ordinance. At no other time, shall changes be made to the Expenditure Plan.

## TENTATIVE 2020 MEASURE A TRANSPORTATION SALES TAX TIMELINE

Date	Action
<b>January 9, 2020 STA Governing Board Meeting</b>	Continue public hearing on draft Measure A Transportation Expenditure Plan; introduce draft Measure A Ordinance
January 10, 2020	Forward draft Measure A Ordinance to the California Department of Fee and Tax Administration for review and informal approval (optional)
<b>February 5, 2020 Special STA Board Meeting</b>	Continue public hearing on draft Measure A Transportation Expenditure Plan and Ordinance
<b>February 13, 2020 STA Governing Board Meeting</b>	Continue public hearing on draft Measure A Transportation Expenditure Plan and Ordinance
<b>February 19, 2020 Special STA Board Meeting</b>	(Available if needed for continued public input and Board discussion)
<b>March 12, 2020 STA Governing Board Meeting</b>	STA Governing Board <u>tentatively</u> adopts the Measure A Transportation Expenditure Plan; Board directs staff to present TEP to County BOS and the councils of the majority of the cities representing a majority of the population
March 13 to April 8, 2020	Present the TEP for approval by the County Board of Supervisors, the Sacramento City Council, and the city councils of at least three of the following cities: Citrus Heights, Elk Grove, Folsom, Galt, Isleton, Rancho Cordova
<b>April 9, 2020 STA Governing Board Meeting</b>	STA Governing Board introduces the final Measure A Ordinance (including the Transportation Expenditure Plan)
<b>May 14, 2020 STA Governing Board Meeting</b>	STA Governing Board <u>formally</u> adopts the Measure A Ordinance (including the TEP) by 2/3 <sup>rd</sup> and forwards it to the County of Sacramento Board of Supervisors for certification
June 11, 2020* STA Governing Board Meeting	(Potentially available if needed)
May 15 to <u>August 7</u> , 2020	County Board of Supervisors certifies Measure A for inclusion on the November 3, 2020 ballot (after which, STA immediately forwards all necessary items to the County Registrar of Voters and pays for the printing of the ballots)
<b>November 3, 2020</b>	<b>Election Day</b>



**JANUARY 9, 2020**

**AGENDA ITEM # 6**

**CONTRACT WITH TOWNSEND CALKIN TAPIO PUBLIC AFFAIRS FOR PUBLIC EDUCATION AND OUTREACH FOR POTENTIAL SUPPLEMENTAL TRANSPORTATION SALES TAX MEASURE**

Action Requested: Approve

Prepared By: Will Kempton, Executive Director

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**Recommendation**

Authorize Executive Director to execute Contract STA-20-CNS-01 with Townsend Calkin Tapio Public Affairs for public education and outreach.

**Background**

For the last fourteen months, the STA's consulting team lead by Townsend Calkin Tapio (TCT) Public Affairs has been conducting public education, community outreach, and opinion research to create a draft transportation expenditure plan for a potential November 2020 sales tax measure. The contract expired December 31, 2019.

**Discussion**

With the extension of the expenditure plan development process to the early months of 2020 and the need for additional public education and outreach regarding transportation needs in Sacramento County, staff is recommending a new seven-month contract continuing TCT services through July of this year.

The scope of work for the new contract includes assistance in preparation of a final expenditure plan and support for an ongoing public education and outreach effort. It is reasonable to renew the engagement of TCT for this contract based on the firm's involvement in the first phase of the work and the knowledge and understanding of the process and program which they have gained through the previous assignment.

The total contract value is \$192,500 and there are sufficient revenues to pay for these services out of existing Program Administration funds.

Attachment

## **CONTRACT AGREEMENT STA-20-CNS-001**

**THIS AGREEMENT** is made and entered into this 9<sup>th</sup> day of January, 2020, by and between the **SACRAMENTO TRANSPORTATION AUTHORITY** (hereinafter called "AUTHORITY"), and **TOWNSEND CALKIN TAPIO PUBLIC AFFAIRS** (hereinafter called "CONSULTANT").

### **RECITALS**

**WHEREAS**, the AUTHORITY, a California local transportation authority, exists under the authority of Section 180000 et seq. of the California Public Utilities Code;

**WHEREAS**, the AUTHORITY requires the services of consultant(s) to implement a public education, community outreach, opinion research, expenditure plan development program in connection with a possible supplemental transportation funding measure in Sacramento County in November 2020.

**WHEREAS**, the AUTHORITY has determined that CONSULTANT is best qualified to perform the required services;

**WHEREAS**, CONSULTANT is able and willing to perform these services under the terms and conditions of this Agreement;

**NOW, THEREFORE**, for the consideration hereinafter stated, the parties agree as follows:

### **AGREEMENT**

#### **1. SCOPE OF SERVICES**

AUTHORITY hereby engages CONSULTANT, and CONSULTANT agrees to complete the scope of services attached hereto as Attachment A, and incorporated herein by reference, in accordance with the terms of this Agreement.

#### **2. COMPENSATION**

Compensation for services rendered by CONSULTANT under this agreement shall not exceed one-hundred ninety-two thousand five-hundred dollars (\$192,500) unless authorized in writing by AUTHORITY. CONSULTANT shall be compensated for labor and actual costs incurred for reimbursable expenses including: subcontractors, communication, reproduction, and travel. Compensation shall occur on a schedule that generally approximates the Project Budget, Cash Flow, and Timeline which is attached hereto as Attachment B, and incorporated herein by reference.

### **3. PAYMENT**

Upon submission of invoices by CONSULTANT and upon approval by the Executive Director, AUTHORITY shall pay CONSULTANT monthly in arrears for costs incurred and for payment of work performed for the prior month. Monthly invoices submitted by CONSULTANT shall itemize costs incurred in relation to work performed. Each invoice shall be accompanied by a progress report of work performed during the period for which payment is claimed.

Additionally, CONSULTANT shall submit all receipts and documentation for reimbursable expenses with its monthly invoice.

### **4. TIME OF COMMENCEMENT AND COMPLETION OF WORK**

The time for commencing work under this agreement shall be the date upon which it has been duly approved by both affected parties.

The contract period will end July 31, 2020. If indicated, specified tasks will be completed according to dates set forth in the Project Budget, Cash Flow, and Timeline (Attachment B).

### **5. MODIFICATION OR TERMINATION**

This Agreement may be modified or amended only by written instrument signed by both parties hereto. CONSULTANT'S compensation and the time of performance of the Agreement shall be adjusted by mutual written agreement of the parties if they are materially affected by such modifications or amendment.

This Agreement may be terminated, without cause, by either party upon fourteen (14) days written notice to the other party. Upon termination and upon compliance with Section 16, Ownership of Work Product, CONSULTANT will be paid for all costs incurred in good faith in accordance with the terms of this Agreement that are unpaid on the effective date of termination. CONSULTANT shall only be paid for any services completed and provided prior to AUTHORITY'S issuance of a written notice of termination.

### **6. DISPUTES**

If a question of fact in connection with the work described herein cannot be resolved between CONSULTANT and the Executive Director, the question shall be submitted to the AUTHORITY'S Governing Board for resolution. If the Governing Board cannot develop a mutually satisfactory resolution, the dispute will be brought before a disinterested third party, agreed upon by both parties to this Agreement. The resolution recommended by the disinterested third party shall be final.

### **7. BEST EFFORTS OF CONSULTANT**

CONSULTANT agrees to assign primary responsibility for managing the work performed under this Agreement to David Townsend. CONSULTANT further agrees that assigned personnel, including subcontractors, will at all times faithfully, industriously, and to the best of their ability, experience, and talent, perform all of the duties that may be required of or from them, pursuant to the express and implicit terms of this Agreement, to the reasonable satisfaction of the AUTHORITY. AUTHORITY may reject the assignment of any tasks performed under this Agreement to a subcontractor it deems inadequate or otherwise inappropriate for this project.

8. STANDARD OF CARE

AUTHORITY has relied upon the professional ability and training of CONSULTANT as represented by CONSULTANT as a material inducement to enter into this Agreement. CONSULTANT hereby agrees that all of its work will be performed, at a minimum, in accordance with generally accepted professional practices and standards.

9. CONFLICT OF INTEREST

CONSULTANT shall comply with applicable requirements of the Political Reform Act and Fair Political Practices Commission (FPPC) implementing regulations. Following the execution of this Agreement and during the term of this Agreement, CONSULTANT shall not enter into any new agreements with other entities that would constitute a financial conflict of interest with the AUTHORITY or the purposes of this AGREEMENT.

10. INDEMNITY AND HOLD HARMLESS

CONSULTANT shall indemnify, hold harmless and assume defense of, in any actions at law or in equity, the AUTHORITY, its officers, directors, employees, agents, and member jurisdictions from claims, losses, actions, causes of action, damage, including property damage, personal injury, including death, and liability of every kind, nature, and description, including reasonable attorney's fees, consultant and expert witness fees, and cost of litigation, to the extent arising from the negligent acts, errors, or omissions of CONSULTANT or of any persons directly or indirectly employed by or acting on behalf of, or as agent for CONSULTANT, in its performance of work hereunder or its failure to comply with any obligations contained in the Agreement, but not including the negligence or willful misconduct of the AUTHORITY. This indemnification shall extend to claims, losses, actions, causes of action, damages, injury, death, and any type of liability occurring after completion of but arising out of the aforementioned operations, as well as during the works' progress. Acceptance of insurance certificates required under this Agreement does not relieve CONSULTANT from liability under this indemnification and hold harmless clause. This indemnification and hold harmless clause shall apply to all damages and claims for damages of every kind suffered by reason of any of CONSULTANT'S operations regardless of

whether or not such insurance policies shall have been determined to be applicable to any of such damages or claims for damages.

## **11. INSURANCE REQUIREMENTS FOR CONSULTANTS**

CONSULTANT shall procure and maintain for the duration of the contract, insurance against claims for injuries to person or damages to property which may arise from or in connection with the performance of work hereunder by the CONSULTANT, its agents, representatives, employees or subcontractors.

### **A. Minimum Scope of Insurance**

1. Coverage shall be at least as broad as: Insurance Services Office Commercial General Liability coverage ("occurrence" form CG 0001).
2. Insurance Services Office form number CA 0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
3. Workers' Compensation insurance as required by the State of California and Employer's Liability insurance.

### **B. Minimum Limits of Insurance**

1. Consultant shall maintain limits no less than:
2. General Liability: \$1,000,000 per occurrence for bodily injury, personal injury, and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this location or the general aggregate limit shall be twice the required occurrence limit.
3. Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.
4. Employer's Liability: \$1,000,000 per accident for bodily injury or disease.

### **C. Deductibles and Self-Insurance Retentions**

Any deductibles or self-insured retention must be declared to and approved by the AUTHORITY. At the option of the AUTHORITY, either: the insurer shall reduce or eliminate such deductibles or self-insured retention as respects the AUTHORITY, its officers, officials, employees and volunteers; or the CONSULTANT shall provide a financial guarantee satisfactory to the AUTHORITY guaranteeing payment of losses and related investigations, claim administration, and defense expenses.

#### **D. Other Insurance Provisions**

The general liability policies are to contain, or be endorsed to contain, the following provisions:

1. The AUTHORITY, its officers, officials, employees and volunteers are to be covered as insureds with respect to liability arising out of automobiles owned, leased, hired or borrowed by or on behalf of the CONSULTANT, and with respect to liability arising out of work or operations by or on behalf of the CONSULTANT including materials, parts or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the CONSULTANT'S insurance or as a separate owner's policy.
2. For any claims related to this project, the CONSULTANT'S insurance coverage shall be primary insurance as respects the AUTHORITY, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the AUTHORITY, its officers, officials, employees and volunteers shall be excess of the CONSULTANT'S insurance and shall not contribute with it.
3. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled, except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the AUTHORITY.

#### **E. Acceptability of Insurers**

All insurance, with the exception of workers' compensation coverage, is to be placed with insurers currently admitted in California with a current A.M. Best's rating of no less than A:VII. Workers' compensation coverage is to be placed with insurers currently admitted in California.

#### **F. Verification of Coverage**

CONSULTANT shall furnish the AUTHORITY with original certificate and amendatory endorsements effecting coverage required by this clause. The endorsements should be on forms provided by the AUTHORITY or on other than AUTHORITY'S forms, provided those endorsements or policies conform to the requirements stated in this clause. All certificates and endorsements are required to be received and approved by the AUTHORITY before work commences. The AUTHORITY reserves the right to require complete, certified copies of all required insurance policies, including endorsements effecting coverage required by these specifications at any time.

**G. Subcontractors**

CONSULTANT shall include all subcontractors as insured under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all requirements stated above.

**12. DISCRIMINATION**

Services rendered under this Agreement shall be rendered without discrimination on the basis of age, ancestry, color, gender, marital status, medical condition, national origin, physical or mental disability, race, religion or sexual orientation. Further, there shall be no discrimination against any employee who is employed in the work covered by this Agreement because of age, ancestry, color, gender, marital status, medical condition, national origin, physical or mental disability, race, religion or sexual orientation. This includes, but is not limited to employment upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

**13. COMPLIANCE WITH THE LAW**

CONSULTANT shall be subject to and comply with all federal, state, and local laws and regulations applicable with respect to its performance under this agreement, including but not limited to, licensing, employment, and purchasing practices; and wages, hours, and conditions of employment.

**14. INSPECTION**

CONSULTANT'S performance, place of business, and records pertaining to this Agreement are subject to monitoring, inspection, review, and audit by authorized representatives of AUTHORITY.

**15. RECORDS**

CONSULTANT shall keep and make available for inspection and copying by authorized representatives of AUTHORITY, the CONSULTANT'S regular business and financial records and such additional records pertaining to this Agreement for at least three years after final payment to CONSULTANT.

**16. SUBCONTRACT AND ASSIGNMENT**

This Agreement binds the heirs, successors, assigns, and representatives of CONSULTANT. CONSULTANT shall not enter into subcontracts for any work contemplated under this Agreement except as shown in Exhibit B (Project Cost Estimate) and shall not assign this Agreement or monies due or to become due, without the prior written consent of the AUTHORITY.

**17. OWNERSHIP OF WORK PRODUCT**

AUTHORITY shall be the owner of, the owner of the copyright with respect to, and shall be entitled to possession of any computations, plans, correspondence, and other pertinent data and information gathered by, computed by, or prepared by CONSULTANT pursuant to this Agreement and prior to termination of this Agreement by either party or upon completion of the work pursuant to this Agreement.

**18. INDEPENDENT CONTRACTOR STATUS**

This Agreement is by and between two independent entities and is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture, or association between and among the parties hereto.

**19. NOTIFICATION**

Any notices hereunder and communications regarding interpretation of the terms of this Agreement or changes thereto, shall be effected by the mailing thereof by registered or certified mail, return receipt requested, postage pre-paid, and addressed as follows:

**AUTHORITY**

Will Kempton, Executive Director  
Sacramento Transportation Authority  
801 12<sup>th</sup> Street, 5<sup>th</sup> Floor  
Sacramento, California 95814

**CONSULTANT**

David Townsend, Partner  
Townsend Calkin Tapio Public Affairs  
1717 I Street  
Sacramento, California 95811

**20. COMPONENT PARTS OF THE AGREEMENT**

The Agreement entered into consists of the following contract documents, all of which are component parts of the contract and which are incorporated herein by reference:

- A. This Agreement.
- B. Scope of Services, attached hereto as Attachment A
- C. Project Budget, Cash Flow, & Timeline, attached hereto as Attachment B.

21. NON-WAIVER OF BREACH

CONSULTANT agrees that any waiver of any breach or violation of any term or condition of this Agreement, or failure to enforce any term or condition of this Agreement, shall not be deemed to be a waiver of any other term or condition contained herein, or a waiver of any subsequent breach or violation of the same or any other term or condition. The acceptance by the AUTHORITY of the performance of any work or services by CONSULTANT shall not be deemed to be a waiver of any term or condition of this Agreement.

22. GOVERNING LAW

The validity of this Agreement and of any of its terms or provisions, as well as the rights and duties of the parties hereunder, shall be governed by the laws of the State of California.

23. COUNTERPARTS TO AGREEMENT

This Agreement may be executed simultaneously or in any number of counterparts, each of which shall be deemed an original, equally admissible in evidence, but all of which together shall constitute one and the same Agreement, notwithstanding that the signatures of each party or their respective representatives do not appear on the same page of this agreement.

24. SEVERABILITY

If any provision or any part of any provision of this Agreement is, for any reason, held to be invalid, unenforceable, or contrary to any public policy, law, statute, regulation or ordinance, the remainder of this agreement shall not be affected thereby and shall remain valid and fully enforceable.

25. ENTIRE AGREEMENT

This Agreement, and any attachments or documents incorporated herein by inclusion or by reference, constitutes the complete and entire Agreement between the parties hereto, and there are no inducements, promises, terms, conditions, or obligations made or entered into by the AUTHORITY or CONSULTANT other than those contained herein. The foregoing provisions are understood and agreed to by CONSULTANT.

**IN WITNESS WHEREOF**, the parties hereto have executed this AGREEMENT the day and year first written above.

SACRAMENTO  
TRANSPORTATION AUTHORITY

TOWNSEND CALKIN TAPIO  
PUBLIC AFFAIRS

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Will Kempton, Executive Director

---

David Townsend, Partner

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Date

---

Date

## **SCOPE OF SERVICES**

To successfully develop and implement a program to inform and educate the public about Measure A and STA's impact across Sacramento County, CONSULTANT will reach out to, and include in the process, local stakeholder organizations, including the Measure A Professional Advisory Group, SMART/Sac Moves Coalition, Environmental Council of Sacramento (ECOS), Valley Vision, Transportation California, the California Alliance for Jobs, Breathe California Sacramento Region, WALKSacramento and others. CONSULTANT will also continue the development and the refinement of an expenditure plan and ballot language in preparation for a potential 2020 ballot measure.

### **Identity Update (Modeste/Magnuson)**

With KMP in the coordinating role and the evaluation of STA's current brands (e.g., "SacramentoGO") and the determination of identity goals/objectives in partnership with AUTHORITY now completed, CONSULTANT will implement existing recommendations for logo(s) and signage.

Additional identity opportunities will be explored to further STA's recognition in each of the communities throughout the county. These could include branded wraps for FSP vehicles or Regional Transit buses/light rail cars, for example.

### **Opinion Research (Tapio/Metz)**

CONSULTANT believes that the way in which CONSULTANT engages with stakeholders and voters must be methodical in order to collect usable data. FM3 will develop the data collection tools in support of the program to address both the agency's rebranding and outreach needs as well as its need to continue the development and testing of a potential ballot measure.

#### **Deliverables:**

- Continue, as needed, focus groups on the initial branding materials and attitudes towards transportation issues in Sacramento
- Conduct an online-panel test of the branding changes to the website
- Continue survey research on broad attitudes toward transportation funding, voters' priorities, support for a potential measure and reactions to messaging. This will take place once the ballot language is determined to test the measure's viability and would be accompanied by a tracking survey on an as-needed basis over the course of the public outreach and education programs.

## **Media Outreach – Earned and Digital (Magnuson/Modeste)**

The mainstream media, like much of the public, continues to take the existing Measure A for granted. They are generally aware of its positive impact but had largely quit paying attention until the prospect of a new measure became evident. In spite of ongoing efforts, local coverage of Measure A is still meager.

Earned media is especially important because it confers credibility in a way paid media cannot. This is why not only story pitches, news coverage and press releases are important, but op-eds and, importantly, editorial board meetings, where news organizations formulate their positions on key issues. Editorial board meetings provide a valuable forum to persuasively communicate our message in sufficient detail so that significant points are not lost.

CONSULTANT will continue the development of an earned media strategy followed by proactive steps to raise awareness of Measure A's impact through leading media outlets, including newspapers, TV news, blogs, websites and other outlets, and will conduct a news media program to further educate the citizens of Sacramento County about the Measure A expenditure plan.

### **Deliverables:**

- Regular, targeted press releases
- Editorial board meetings with The Sacramento Bee and other local and regional editorial boards to include strategic timing and content
- Story pitches on key educational messages, supported by data and research
- Reporter briefings, strategically timed during the course of the program

## **Social Media (Calkin/Painter)**

In concert with the development of earned media opportunities and the achievement of actual results, it is equally critical to have a voice in the social media spectrum in order to provide the public and stakeholders with relevant information, and gather insight into conversations surrounding transportation throughout the county. In addition, continuing efforts to utilize Facebook will allow AUTHORITY to efficiently share information about current programs, upcoming community events, board meetings, etc.

With KMP coordinating, CONSULTANT will pursue a creative and information-rich social media outreach on the elements of the plan, conduct a social media audit, determine the appropriate channels to utilize and brand the channels with STA's updated identity. Regular posts will be drafted, approved and posted to the Facebook page. CONSULTANT will also develop Facebook connections between AUTHORITY and other like-minded organizations and individuals. Boosted posts will be utilized to expand AUTHORITY's social media reach.

In addition to the organic social media development and management, the team will continue to develop and execute a comprehensive, geotargeted and heuristically-focused digital advertisement strategy. The strategy will include a start date to be determined after the completion of identity development and research, as the message and creative ad development will be driven by research and focus group findings and rooted in the updated identity. The advertisements will direct interested parties to learn more about AUTHORITY, its accomplishments and the region's transportation funding outlook. A monthly analytics report will be developed.

**Deliverables:**

- 1 social media audit
- Facebook page management for contract duration
- 7-month digital advertising program
- Professionally developed advertisements
- 7 monthly analytic advertising reports

**Public Outreach (Calkin/Painter)**

CONSULTANT will continue an inclusive outreach program. The CONSULTANT team will help inform and educate the public about the AUTHORITY, both within the transportation community and to the larger Sacramento community, applying an inclusive approach to benefit from the knowledge, experience, and quantitative and qualitative findings of key stakeholder organizations. STA's work over the last 10 years with Measure A should be highlighted, and during the research task, residents' preferred modes of communication will be identified. Following research, and in coordination with AUTHORITY, the team will refine the public outreach task scope.

As part of the public outreach, KMP will coordinate the application of the newly developed new website. The CONSULTANT team will produce and manage presentations to community groups, neighborhood associations, civic groups and city councils.

Implementation of the new website will start with a site assessment to determine current needs and identify future opportunities. A website map will be developed and presented to the ad hoc committee (see description in Program Management) to test the viability of the number of pages and layout. The implementation effort will include all copywriting, programming, graphic design, testing and launching of the new site.

**Conduct and Implement a Stakeholder and Public Education Program (Calkin/Painter)**

CONSULTANT will also develop and implement an educational program for stakeholders and the public. CONSULTANT will apply a bottom-up approach, working at the grassroots level to elicit feedback and formulate recommendations. CONSULTANT will develop performance metrics to

assess results, based on latest best practices; i.e. learnings from the passage of Measure M in Los Angeles County and the preparation of the proposed Measure Expenditure Plan in Contra Costa County.

Presenting to the various groups throughout the community is important to ensure that the most up-to-date information is being shared and questions are being answered. The CONSULTANT team will develop a calendar of meetings and presentations, schedule presentations, and assist AUTHORITY staff and board members in preparation for the presentations. For those events that are open to the public, the presentations will be posted on AUTHORITY's Facebook page to encourage attendance. Printed and online collateral material will be created to support the outreach.

Additionally, the CONSULTANT team will continue coordination with AUTHORITY staff to identify regularly-scheduled STA Board meetings where groups/individuals can be invited to present to the full board.

CONSULTANT will use visual representations, like infographics, instead of written reports, when appropriate. These are more likely to be reviewed, and information retained when it is shown in more memorable format and is in alignment with how the majority of people now consume information—quickly scrolling through photos, videos and short texts.

CONSULTANT will also use a manageable decennial document (prepared under previous contract), including fresh information that can be distributed to the media through a press release, press availability or editorial board session.

The public outreach development process is listed as a range to accommodate a variety of potential needs. In addition to broad deliverables described below, exact deliverables are to be determined in partnership with AUTHORITY following the completion of research.

**Deliverables:**

- Maintain and continually update new website, including graphic design, programming and copywriting
- Schedule and implement community meetings and events
- Assistance in scheduling and preparation for presentations

**Expenditure Plan and Ballot Initiative (Townsend/Calkin)**

Based on the results of the recent Listening Tour, opinion research, social media activity, outreach and in close coordination with the ad hoc committee of the Authority Governing Board (see description in Program Management), the Authority Executive Director and Authority General Counsel, the team will help finalize the development of an expenditure plan of transportation

priorities, consistent with Section 180206 of the California Public Utilities Code. At the same time, CONSULTANT will draw on the cumulative findings to modify and draft 2020 ballot language.

### **Program Management (Townsend/Calkin)**

The CONSULTANT team will provide monthly project reporting, including schedule and budget management, and regular meetings with the Authority.

CONSULTANT will continue to meet regularly with a committee of the Authority Governing Board for updates and to provide input. The committee will function as the primary “client group” and provide the consultant team with direction and feedback. As necessary, the CONSULTANT team will report to the full AUTHORITY Governing Board. This approach will allow the program to efficiently proceed along the recommended timeline and within the available budget.

## **TIMELINE**

### January – March

Plan and execute an educational/outreach effort to inform the Sacramento County community about county and regional transportation maintenance and infrastructure needs for the next 40 years. Initially, work with the STA Board and staff to finalize the expenditure plan. During this period, work with social media and the news media to maintain transparency with the community on the progress of the effort. Additionally, begin the early stages of the development of a comprehensive educational program to inform citizens of the elements of the plan and the impact on local neighborhoods.

### March – May

Work with the STA staff to provide materials and support in the process of presenting the expenditure plan to the various city councils and the Board of Supervisors in Sacramento County to place the transportation measure on the November ballot. Assist in conducting community and individual meetings and a strong earned media program, including articles, interviews, press releases, op-ed pieces and editorial board meetings. Inform citizens of the relevant project and program needs in their communities.

### May – July

Take steps, as necessary, to inform and educate the public about the proposed transportation expenditure plan during this period using social media, the news media, public meetings and other outreach mechanism. Assist STA staff in securing funds from other agencies to help cover outreach expenses. Work in concert with the affected local public works departments to prepare informational materials. Produce and distribute community-based educational and informational materials at public and stakeholder meetings.

## **PROJECT CASHFLOW & BUDGET**

January 2020	\$27,500.00
February 2020	\$27,500.00
March 2020	\$27,500.00
April 2020	\$27,500.00
May 2020	\$27,500.00
June 2020	\$27,500.00
July 2020	\$27,500.00
<b>TOTAL</b>	<b>\$192,500.00</b>





**JANUARY 9, 2020**

**AGENDA ITEM # 7**

**GOVERNING BOARD CHAIR AND VICE-CHAIR FOR 2020**

Action Requested: Select Board Chair and Vice-Chair

Key Staff: Will Kempton, Executive Director

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**Recommendation**

Make nominations and select a Governing Board chair and vice-chair for Calendar Year 2020.

**Discussion**

STA Rules for Proceedings require the Board select a chair and vice-chair each calendar year. Any Board member may serve as chair or vice-chair. With few exceptions, the chairmanship has traditionally alternated between a County Supervisor and a city council member. Since 2001, the city councils have also traditionally taken turns alternating between the City of Sacramento and one of the smaller cities (Citrus Heights, Elk Grove, Folsom, Galt/Isleton, and Rancho Cordova).

If tradition is followed, current Vice-Chair Suen becomes Chair for 2020 and a new vice-chair is chosen among members from the County of Sacramento Board of Supervisors.

The chair presides over meetings, maintains order, and rules on procedural matters. The chair may participate in discussions and vote on any matter, and may make or second any motion without relinquishing the seat. When the chair is unable to act, the vice-chair assumes his/her place.

The chair (or his/her designee) also serves as a non-voting ex-officio member of the Measure A Independent Taxpayer Oversight Committee (ITOC).

Table 1 on the next page summarizes the history of the Sacramento Transportation Authority chair and vice-chair seat holders.

**Table 1 — History of STA Governing Board Chair and Vice-Chair Appointments**

	Chair		Vice-Chair	
<b>2019</b>	Susan Peters	<i>County</i>	Darren Suen	<i>Elk Grove</i>
<b>2018</b>	Jeff Harris	<i>Sacramento</i>	Susan Peters	<i>County</i>
<b>2017</b>	Patrick Kennedy	<i>County</i>	Jeff Harris	<i>Sacramento</i>
<b>2016</b>	Kerri Howell	<i>Folsom</i>	Patrick Kennedy	<i>County</i>
<b>2015</b>	Steve Hansen	<i>Sacramento</i>	Kerri Howell	<i>Folsom</i>
<b>2014</b>	Susan Peters	<i>County</i>	Curt Campion	<i>Galt</i>
<b>2013</b>	Gary Davis	<i>Elk Grove</i>	Susan Peters	<i>County</i>
<b>2012</b>	Darrell Fong	<i>Sacramento</i>	Gary Davis	<i>Elk Grove</i>
<b>2011</b>	Jimmie Yee	<i>County</i>	Darrell Fong	<i>Sacramento</i>
<b>2010</b>	Jeff Slowey	<i>Citrus Heights</i>	Jimmie Yee	<i>County</i>
<b>2009</b>	Ray Tretheway	<i>Sacramento</i>	Jeff Slowey	<i>Citrus Heights</i>
<b>2008</b>	Roberta MacGlashan	<i>County</i>	Ray Tretheway	<i>Sacramento</i>
<b>2007</b>	Ken Cooley	<i>Rancho Cordova</i>	Roberta MacGlashan	<i>County</i>
<b>2006</b>	Susan Peters	<i>County</i>	Ken Cooley	<i>Rancho Cordova</i>
<b>2005</b>	Dan Briggs	<i>Elk Grove</i>	Susan Peters	<i>County</i>
<b>2004</b>	Don Nottoli	<i>County</i>	Dan Briggs	<i>Elk Grove</i>
<b>2003</b>	Lauren Hammond	<i>Sacramento</i>	Don Nottoli	<i>County</i>
<b>2002</b>	Roger Niello	<i>County</i>	Lauren Hammond	<i>Sacramento</i>
<b>2001</b>	Kerri Howell	<i>Folsom</i>	Roger Niello	<i>County</i>
<b>2000</b>	Muriel Johnson	<i>County</i>	Kerri Howell	<i>Folsom</i>
<b>1999</b>	Steve Cohn	<i>Sacramento</i>	Muriel Johnson	<i>County</i>
<b>1998</b>	Roger Dickinson	<i>County</i>	Steve Cohn	<i>Sacramento</i>
<b>1997</b>	Rob Kerth	<i>Sacramento</i>	Roger Dickinson	<i>County</i>
<b>1996</b>	Don Nottoli	<i>County</i>	Rob Kerth	<i>Sacramento</i>
<b>1995</b>	Jimmie Yee	<i>Sacramento</i>	Don Nottoli	<i>County</i>
<b>1994</b>	Muriel Johnson	<i>County</i>	Jimmie Yee	<i>Sacramento</i>
<b>1993</b>	Terry Kastanis	<i>Sacramento</i>	Muriel Johnson	<i>County</i>
<b>1992</b>	Grantland Johnson	<i>County</i>	Tom Chinn	<i>Sacramento</i>