



**ECOS**  
ENVIRONMENTAL  
♦ COUNCIL ♦  
OF SACRAMENTO

**ECOS Transportation, Air Quality & Climate Change Committee**  
**Thursday, April 27th, 2017, 6:00 p.m.**  
**Mogavero Architects, 2012 K Street, Sacramento**  
**Meeting Notes**

**6:00 p.m. – Welcome and Introductions**

*Attendees:* John Deeter and Ralph Propper (ECOS co-chairs), Russell Rawlings (Organize Sac /Sac TRU/Disability Commission), Xue Lor (UCD), Delphine Cathcart (STAR), Jim Brown (SABA), Nailah Pope-Harden (CROP), Benjamin Etgen (Los Rios Community College District – ARC), James Drake (Sac RT), Jim Cathcart (STAR), Kirin Kumar (WalkSac), Lynne Goldsmith (ECOS/AARP), Jo Ann Fuller (350 Sac), Coco Cocozzella (STAR), Alex Reagan (ECOS staff), Monica Hernández (SACOG), Glenda Marsh (350 Sac), Nancy Kitz (EOS), Jeffery Tardaguila (Dogfite), Steven Bourasa (STAR)

**6:05 p.m. -- Panel discussion: How to Form a Coalition for a Progressive Transportation Ballot Measure.** Each speaker made a 10-minute presentation, followed by a general committee discussion for the balance of the time.

- **Glenda Marsh** (350 Sacramento, Transit 101 Workshops).  
*Last year's Measure B campaign made us realize that we need to have a seat at the table with the STA and give input on where transportation dollars go. We need to find allies to be more effective. Community members in Natomas might be a great ally because they don't have a seat at the table to express their unmet transit needs. Some residents in Natomas oppose Green Line. Next STA meeting is May 11 at 1:30pm. STA wants to create a new version of Measure B by the end of 2017. Our members should attend and also go to the County's Climate Action Plan meetings.*
- **Jim Brown** (Sacramento Area Bicycle Advocates - SABA)  
*The process for Measure B was problematic; one reason being that STA didn't host community meetings but rather relied on polling of residents. Measure A passed; so where did those voters go? We need a vision that includes more region-wide walkable and bike-able neighborhoods, reduces VMT (vehicle miles traveled), and provides other region-wide benefits. There was nothing for Natomas and Elk Grove to vote for. SABA is working with WalkSacramento on what's needed. Measure M in Los Angeles (with no sunset) passed with 70% of the vote. Bike East Bay helped Alameda write a transportation measure. We are stronger as a coalition than pitching as individual groups. United is harder to divide and conquer. We need to avoid undercutting each other. We reacted to Measure B in separate silos and were therefore not unified when it was put on the ballot. It would be good to focus on the process of the "new Measure B" before we even focus on the content.*
- **Nailah Pope-Harden** (Capital Region Organizing Project - CROP)  
*What is equity? Equity means inclusion, justice and accessibility. We need to get away from the stigma that public transit is for poor people and the idea that owning a vehicle is the only and best solution for transportation. Communication is needed with communities when there is a*

*change in service. People are propelled into other arrangements because their neighborhood lost a bus. Students at Florin HS struggle to pay for bus passes since there is a lack of funding for yellow buses. Sixty percent of South Sac voted for Measure B expecting road repairs and buses. Many were not aware that their bus was no longer coming until they were sitting at the bus stop waiting. Adequate transportation includes public education and rebranding of public transportation. It is not just about restoring bus routes but about changing the stigma surrounding public transportation. Not everyone feels comfortable at the table. There needs to be a robust process to get input from communities and it's not a one process fits all. We need better, more direct connections to and between buses. Streamline the routes. Also, people don't want to make a habit of relying on buses to commute now that they have seen how easily the bus can be taken away. We need to make sure there is a better idea of what equity and access are when the "new Measure B" is being formed. Active transportation needs to be a part of the vision.*

- **Russell Rawlings** (Organize Sacramento, Disability Commission, Sacramento Transit Riders Union - Sac TRU)

*As Jim Brown said, it is more about the process of creating a Transportation Ballot Measure than the content. Nailah has given us an idea of how to do that – we need to engage our communities. We need to go door-to-door. We need to be asking what would inspire you to get out of your car and take transit? Join Sac TRU at the Organize Sac office for their weekly meeting every Saturday from 1:00-3:00.*

- **Dan Allison** (Sacramento Transit Advocates & Riders - STAR)

*We don't have the financial or natural resources to continue the way we are now. We need to remember that a robust transit system helps everybody in a community, not just those who take public transit (for example, it takes cars off the road). There was no vision in Measure B, it was written in a very 1970's way of thinking and it lacked performance measures. In the process of getting what we want, we are going to have to compromise. We need to establish shared principles, such as, environmental and economic sustainability, fix roads, market the benefits of transit for everyone, identify performance measures, identify what is "non-negotiable," invite people from all communities in the region to participate, and stand strong to the highway, greenfield development and oil lobbies. There will be a transportation breakout session at 350 Sacramento's Community Forum on May 13: Who is onboard? How do we make sure people come to the table? How do we get agencies to engage with the public? Should we be asking STA for funding to do the engagement process for them? STAR and CROP came up with a list of principles, a copy of which was passed out at the meeting (not yet public). Read the principles and bring your comments to the Community Forum on May 13th.*

### **Comments/Discussion**

- *STA is not required to run a community outreach campaign nor is that what their organization is equipped to do.*
- *What does "seat at the table" mean? It can quickly become a buzzword but what does it mean if we don't have a set of principles, vision or values on the table?*
- *In 2002, 4-6% of the riders were using the system; we had an integrated LR/bus route system then. There is a research paper at Sac State about this. We need to look at this time rather than talking about what's happening with the streetcar.*
- *Everybody benefits from better transit system: cleaner air, less cars on the road, etc. This is why people who are voting should care – bicyclists are safer with less cars on the road, for example.*
- *We do need roads in good condition for pedestrians, bicyclists and buses as well as cars.*
- *STA may not be the best agency to lead a campaign.*
- *Parts of county that voted most for Measure B were those served by RT.*

- *Monica Hernandez stated a stable plan for roads does not exist, needs a policy for bike/ped in road rehab, viable transit includes land use. There is a relationship between high density and transit performance. Greenfield, suburban and rural development cannot sustain transit. SACOG does not have funding to support grass roots efforts.*
- *TOD's not encouraged.*
- *Were development fees waived?*
- *Connector seems to be inducing sprawl.*
- *What are overarching benefits that would encourage someone in suburb to vote for transit?*
- *Good promotional materials are needed in a campaign – simple effective messaging.*
- *Measure M in LA had designated funding for active transportation and first mile/last mile projects to transit.*
- *SB 1 is not for RT expansion.*

**7:10 p.m.** – Other Business and Announcements / Possible topics for future meetings:

- Dates for future TAQCC meetings
- TAQCC priorities for 2017
- Sacramento Valley Station Master Plan
- Future of Sacramento Regional Transit
- Sacramento County Climate Action Plan
- ECOS Transportation Vision update
- Tri-city proposed bike-share program

*Changing the TAQCC meeting date was briefly discussed, with general agreement to continue the current schedule of first Thursday of every month.*

**7:30 p.m.** – Adjourn

*Next TAQCC meeting: June 1st, 6 pm, at Mogavero Architects, 2012 K St.*

Upcoming events of interest:

- *May 13, 9 am- 3 pm -- [350 Sacramento](#) Community Forum: Making the Region Carbon Zero at McGeorge School of Law, 3200 5<sup>th</sup> Ave, Sacramento. There will be speakers, panel, discussions, a vendor expo, and other features.*
- *May 15, 6 pm -- ECOS Board meeting at SEIU 1000, 1325 S St., James Corless CEO of SACOG will be speaking, confirm online.*