



SACRAMENTO AREA
BICYCLE ADVOCATES



Sacramento Transportation Authority
Board of Directors
801 12th Street, 5th Floor
Sacramento, CA 95814

September 13, 2018

SUBJECT: Community Perspectives on Local Transportation Needs & Funding

Members of the STA Board of Directors,

Breathe California Sacramento Region (BCSR), Cien Amigos, Environmental Council of Sacramento (ECOS), Sacramento Area Bicycle Advocates (SABA), Sacramento Housing Alliance (SHA), Sacramento Transit Advocates and Riders (STAR), Sierra Club Mother Lode Chapter and WALKSacramento are pleased to jointly share our perspectives on local transportation needs and funding.

Collectively, our missions stand for the advancement of health, access, equity, justice and environmental stewardship through investments in the built environment. We work closely in partnership with agencies and communities throughout the Sacramento region on issues related to transportation, land use, housing, and the environment, representing a wide-reaching constituency of some of Sacramento's most engaged voters.

As STA begins to consider how to fund countywide transportation priorities, we're pleased to know that Measure M approved by Los Angeles County voters in 2016 is a consensus model for a successful funding measure for Sacramento County. Our organizations comprise a working group committed to ensuring that Sacramento County's next transportation sales tax measure benefits from the lessons learned from Measure M. We commend STA for recognizing the value of Measure M as a model and commit to working with STA to follow the successful approach used by the Los Angeles County Metropolitan Transportation Authority (Metro) in crafting and winning passage of Measure M.

Measure M was Metro's response to Measure J in 2012, which failed to win passage by just 16,000 votes. Measure J resembled Sacramento County's Measure B in that both were produced through a top-down process that failed to engage community stakeholders in identifying transportation priorities, but instead merely promoted a list of projects that did not reflect any particular goals or objectives. Indeed, Measure J did not even have the full support of Metro's own board. Board member and LA County Sup. Mike Antonovich, one of the leading champions of Measure M in 2016, actively opposed and campaigned against Measure J in 2012.

Immediately following the failure of Measure J, Metro, led by Antonovich, undertook to solicit community input on transportation priorities, as the first step toward crafting another measure for the 2016 ballot. Metro also worked with local and regional agencies to develop a process for identifying and prioritizing projects that could be shown to reflect and serve those priorities. By starting early to identify priorities, Metro garnered

widespread support among member jurisdictions and community stakeholders, as well as the many thousands of voters who participated in numerous surveys, focus groups and town hall meetings.

As the result of Metro's comprehensive efforts, more than 70% of LA County voters approved a new transportation sales tax – LA County's fourth such measure – *in perpetuity*. To learn more about the process that led to this resounding success, we encourage you read Metro's summary report, [How to Pass a Mega Transportation Measure](#).

Just as Measure M was the corrective to Measure J, Sacramento County's next transportation sales tax measure can and must be treated as a corrective to the failed approach that produced Measure B. But replicating the success of Measure M will only be possible by fully understanding and committing to the process that produced Measure M.

Based on our close reading of the lessons learned by Metro from Measure M, our discussions with Measure M coalition partners, and our analyses of Measure B's deficiencies, here are six guiding principles that STA must commit to in order to win passage of a future sales tax measure in Sacramento County:

1. Begin with a bottom-up approach in partnership with community voices and community-based organizations to identify priorities.
2. Enact an iterative public engagement process that establishes and vets goals, selection criteria, and, eventually, projects with voters. Create demand for a measure that reflects high-level community goals.
3. Ensure that categories of expenditures are strongly tied to identified goals. Develop a project list only after goals have been established.
4. Use quantitative performance measures to develop a project list. This establishes an objective basis for support among widely diverse stakeholders.
5. Ensure long-term accountability and enact measures that allow for flexibility given a rapidly changing transportation landscape.
6. Cultivate enthusiastic champions within the STA board who value this process, build political consensus among their peers, and advocate for the measure within their respective communities.

Our working group will continue to build an active coalition among other likeminded organizations and allies in support of the process that produced Measure M. We are committed to supporting STA in developing and implementing a process that reflects this approach. In November, we will return to the STA board with a much more detailed outline on what we see as STA's role in accomplishing this vision for Sacramento County.

In partnership,

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