The Sonoma County Transportation Authority (SCTA) manages a ¼-cent sales tax – known as Measure M – to help fund critical transportation infrastructure projects and transit operations. The measure is set to expire in 2024 and the SCTA has decided to seek voter approval this November to extend the measure 20 years.
Proven Track Record

Measure M accomplishments
Leveraging outside funding
Citizen oversight and transparency
Measure M

In November 2004 the voters of Sonoma County chose to become a self-help county, providing a ¼ cent sales tax for transportation known as the Traffic Relief Act for Sonoma County, or “Measure M.”
Improving trips for residents

Highway 101 was identified as the highest priority and with Measure M, the SCTA delivered on that promise. The third lane is completed, or in construction, from the Marin-Sonoma County border to Windsor River Road.

In Cloverdale, measure funds have supported:

- Curb ramps and sidewalks in downtown business center
- Overlay on North Cloverdale Blvd
- Pothole repair and maintenance
- Street lights
- Design of a pedestrian safety project
Helping to power our economy

Having local money to build transportation infrastructure helps build the local economy too. Our local measure allows new projects to get built sooner, creating jobs that have a ripple effect throughout the county.

SCTA implements projects that improve our local communities and protect our environment and quality of life.
Design process of a new measure
Expenditure Plan
Process For New Measure

Local partner support
In order to be eligible for the ballot a majority of jurisdictions representing a majority of the population must agree.

Go Sonoma Expenditure Plan
The guiding document for how local funds can be spent was developed through a robust public process. The Board adopted it on May 26, 2020.

Stakeholder engagement
Throughout the process SCTA advisory committees, stakeholder groups and individuals have provided valuable insight and input.

Comprehensive Transportation Plan
The SCTA’s long range transportation plan plays a critical role in assessing local priorities and coordinating projects.

SCTA kicks off discussions on new tax measure
SCTA considered 2018 but deferred to the Presidential election cycle where turnout is expected to be very high.
Public outreach

Between the Fall 2019 to Spring 2020 the SCTA team invited residents to share their transportation needs through a survey designed to inform Sonoma County’s Comprehensive Transportation Plan.

Top Issues with our Transportation System

- Takes too much time: 395
- Harms the environment: 196
- Needs better maintenance: 194
- Costs too much: 180
- Is not safe enough: 165
- Unsure about other options to get around: 134
Polling Data

October 2019 poll shows voters are supportive of a ¼ cent extension.
People indicated support for the following in order:
• Repair potholes – 83%
• Reduce traffic congestion on local roads and highways – 76%
• Make local roads and highways safer – 75%
• Improve evacuation and emergency road access – 74%
• Enhance transportation for seniors, veterans and people with disabilities – 73%
• Make walking and biking safer – 71%
• Reduce GHG emissions – 69%

Recent polling also indicates high levels of support.
More polling in July before final decision is made.
Go Sonoma - Vision and Goals

Connecting people, places and goods as we transition our transportation network to zero-emissions by 2050.

The goals are that our transportation system should be:

1. **Connected and Reliable**: Deliver a seamless network that allows people to use a variety of transportation types easily, affordably and dependably.
2. **Safe and Well Maintained**: Provide safe and well-maintained transportation infrastructure.
3. **Community Oriented and Place-Based**: Implement place-based (or context sensitive) transportation projects, tailored to urban, suburban and rural communities that will improve local mobility.
4. **Zero Emissions**: Provide zero-emission transportation opportunities that meet diverse community needs, improve health and enhance quality of life.
Go Sonoma Ballot Question

Without raising taxes, shall the Sonoma County Transportation Authority implement the Go Sonoma Act to repair potholes; reduce congestion; make biking and walking safer; expand local bus service; reduce greenhouse gas emissions; improve evacuation routes; and enhance transportation services for students and seniors by continuing, for 20 years, the current ¼-cent sales tax dedicated to transportation, providing approximately $26 million annually?
Go Sonoma – Funding Split

Increase Bus Service
Expand and enhance local bus operations to provide a more reliable service that works for more people.

Build bikeways and pathways
Better separate bikes from cars and make it easier to bike and walk.

Smooth and maintained roads
Fixing potholes and making our roads smooth to drive and ride on.

Move traffic and improve safety
Making changes to our roadway system, prioritizing alternatives and using technology to ensure reliability and safety.
Benefits to Residents

Regional improvements
Local priorities
Smooth and Maintained Roads

Go Sonoma dedicates 38% or $10M each year directly to pave roads.

Needs are great and on-going. Local funds can be used on roads not eligible for federal funds.
## Go Sonoma – Annual Pothole Fund

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Split (Population / Road Mile)</th>
<th>Estimated Annual Sales Tax Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cloverdale</strong></td>
<td>1.59%</td>
<td>$157,000</td>
</tr>
<tr>
<td>Cotati</td>
<td>1.27%</td>
<td>$126,000</td>
</tr>
<tr>
<td>Healdsburg</td>
<td>2.18%</td>
<td>$216,000</td>
</tr>
<tr>
<td>Petaluma</td>
<td>9.78%</td>
<td>$967,000</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td>6.24%</td>
<td>$616,000</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>28.15%</td>
<td>$2,781,000</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>1.28%</td>
<td>$127,000</td>
</tr>
<tr>
<td>Sonoma</td>
<td>1.84%</td>
<td>$182,000</td>
</tr>
<tr>
<td>Windsor</td>
<td>4.61%</td>
<td>$456,000</td>
</tr>
<tr>
<td>County</td>
<td>43.04%</td>
<td>$4,253,000</td>
</tr>
</tbody>
</table>
Move Traffic and Improve Safety

Moving people and goods around Sonoma County means making changes to our roadway system, prioritizing alternatives and using technology to ensure reliability and safety.

Ensures no delay in getting projects ready to go for construction.

Requires road projects to include bike and pedestrian elements.
## City of Cloverdale – Go Sonoma Sample Projects

<table>
<thead>
<tr>
<th>City of Cloverdale – Sample Projects</th>
<th>Project Cost ($M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale Downtown Complete Streets Improvement Project</td>
<td>$0.6</td>
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<tr>
<td>Cloverdale Neighborhood Streets Reconstruction &amp; Maintenance Program</td>
<td>$24.8</td>
</tr>
<tr>
<td>Citrus Fair Drive Greenway Project</td>
<td>$1.4</td>
</tr>
<tr>
<td>Cloverdale River Trail Extension</td>
<td>$1.9</td>
</tr>
<tr>
<td>North Cloverdale Gateway Project</td>
<td>$1.5</td>
</tr>
<tr>
<td>Sidewalk &amp; bike lane completion on Cloverdale Blvd.</td>
<td>$2.0</td>
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<tr>
<td>Sidewalk improvements &amp; traffic calming</td>
<td>$0.8</td>
</tr>
<tr>
<td>South Cloverdale Gateway Project</td>
<td>$5.0</td>
</tr>
<tr>
<td>South Cloverdale River Trail</td>
<td>$0.5</td>
</tr>
<tr>
<td>South Downtown Multimodal Enhancement Project</td>
<td>$2.5</td>
</tr>
</tbody>
</table>
Increase Bus Service, Affordability and Connections

Expands and enhances local bus operations to provide a more reliable service that works for more people.

Prioritizes increased bus frequencies and extended hours of operations

Dedicates funds to fare free programs for groups like students and seniors.
Build Bikeways and Pathways

More than quadruples the amount of local funding for bike and pedestrian projects.

Requires projects to use best practices for bikeway design.
Why Now?

November 2020 ballot
Get projects done sooner

Leveraging funds for seamless work on needed projects

By putting a measure on the ballot in 2020, the SCTA will be able to plan for new projects and fund new projects sooner. This is particularly important in creating jobs to support economic recovery.
Why Now?

• Continue the work we have been doing for another 20 years.
• Keep our status as a self-help county.
• Keep Sonoma County eligible and competitive for regional, State and federal funds.
• Supports all modes of transportation.
• Less crowded ballot
• High turnout election.
# SCHEDULE OF NEXT STEPS

<table>
<thead>
<tr>
<th>Task Name</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<tbody>
<tr>
<td>Cities/County Presentations</td>
<td></td>
<td></td>
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<tr>
<td>Poll #2</td>
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<td>SCTA Final Approval of Expenditure Plan, 7/13</td>
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<td>Board of Supervisors Places on Ballot, 8/4</td>
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<td>Election, 11/3</td>
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QUESTIONS?

SCTA.CA.GOV/GOSONOM
More information on the measure.

SCTA.CA.GOV/2050
Moving Forward 2050 Plan

info@scta.ca.gov