Sonoma

BETTER TRANSPORTATION
FOR ALL OF SONOMA COUNTY

November 2020
Transportation Sales Tax Measure

Sebastopol City Council
June 16, 2020 Presentation

AGENDA

Go Sonoma
BETTER TRANSPORTATION FOR ALL OF SONOMA COUNTY

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SCTA

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 for delivery 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 your local jurisdiction, measure funds went to:

- Complete Streets Sebastopol
- Over $600,000 on street maintenance and overlays on dozens streets within the City

Helping to power our economy

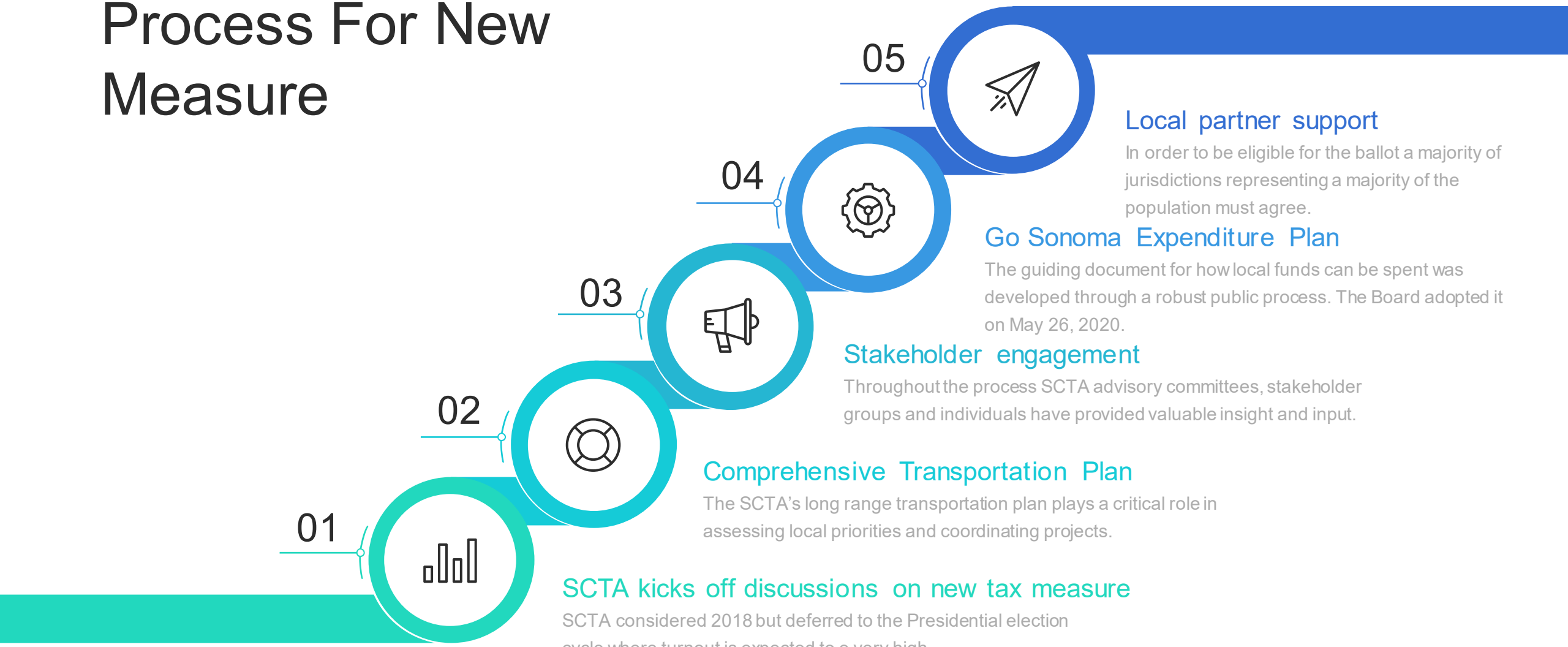
Having local money to build transportation infrastructure helps build the local economy too. Our local measure allows new projects to get built sooner, creating jobs that have a ripple effect throughout the county.

SCTA implements projects that improve our local communities and protect our environment and quality of life.

Go Sonoma

Design process of a new measure Expenditure Plan

Process For New Measure



SCTA kicks off discussions on new tax measure

SCTA considered 2018 but deferred to the Presidential election cycle where turnout is expected to e very high.

Comprehensive Transportation Plan

The SCTA's long range transportation plan plays a critical role in assessing local priorities and coordinating projects.

Stakeholder engagement

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

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.

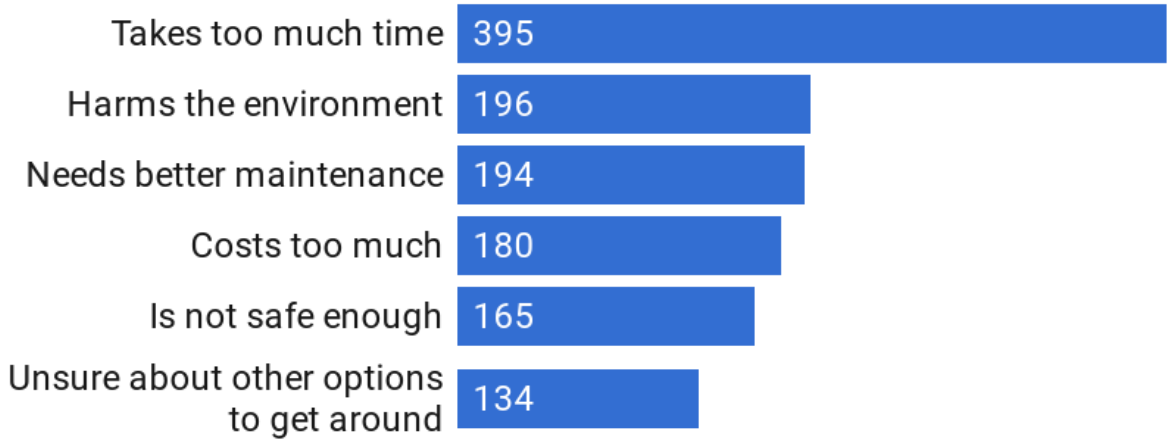
Local partner support

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

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



Polling Data

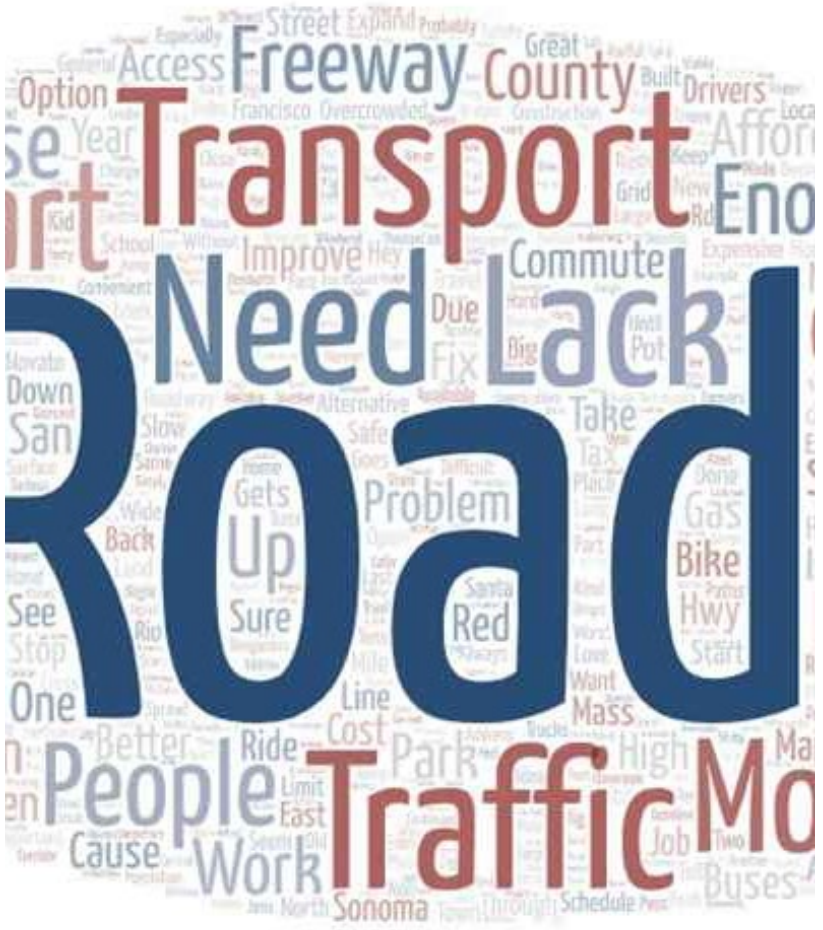
October 2019 poll shows voters are supportive of a ¼ cent extension

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?

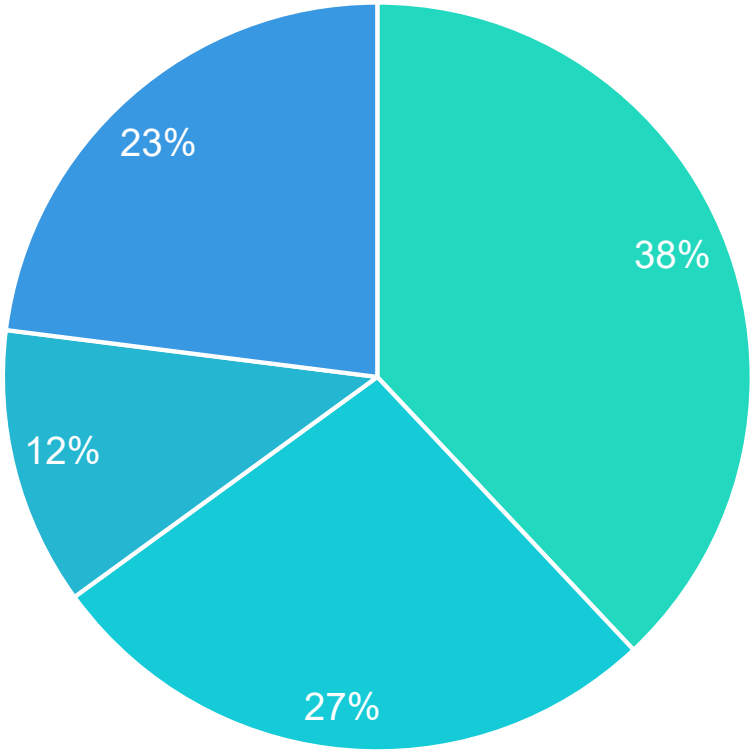
Go Sonoma – Funding Split

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

Jurisdiction	Split (Population / Road Mile)	Estimated Annual Sales Tax Funding
Cloverdale	1.59%	$157,000
Cotati	1.27%	$126,000
Healdsburg	2.18%	$216,000
Petaluma	9.78%	$967,000
Rohnert Park	6.24%	$616,000
Santa Rosa	28.15%	$2,781,000
Sebastopol	***1.28%***	***$127,000***
Sonoma	1.84%	$182,000
Windsor	4.61%	$456,000
County	43.04%	$4,253,000

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 Sebastopol – Go Sonoma Sample Projects

City of Sebastopol – Move Traffic and Improve Safety Sample Projects	Project Cost ($M)
Bodega Corridor Project	$5.0
Signal at Fircrest and Gravenstein N (SR116)	$0.4
Signal at Healdsburg-Murphy intersection	$0.4

Increase Bus Service, Affordability and Connections

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

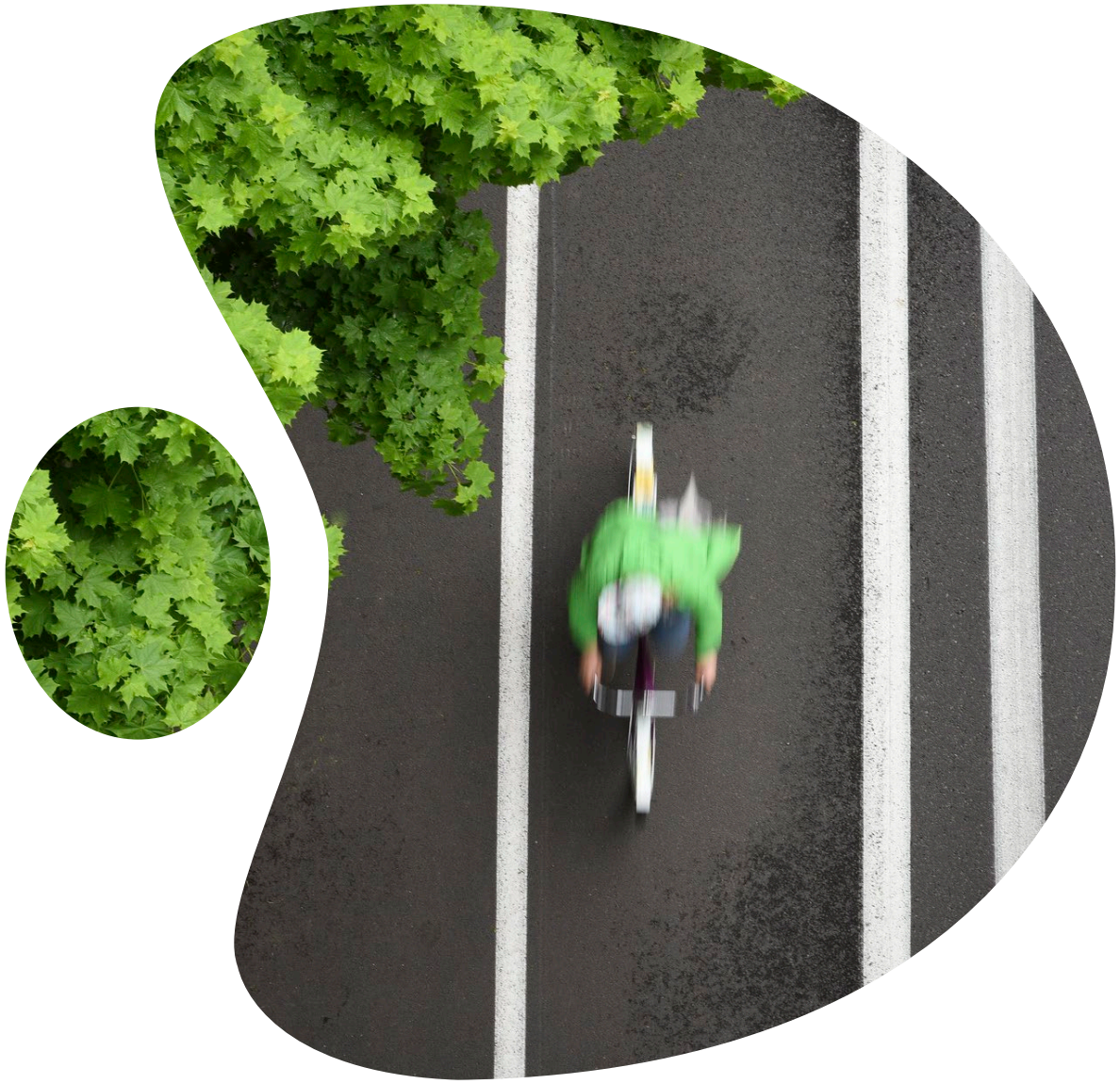
Prioritizes increased bus frequencies and extended hours of operations

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.



City of Sebastopol – Go Sonoma Sample Projects

City of Sebastopol – Build Bikeways and Pathways Sample Projects	Project Cost ($M)
Alternate West Route to Sebastopol	$5.0
West Sebastopol Active Transport Plan - Bodega Ave - Ragle Road - Mill Station Road	$8.3
Libby Park Bike Lane	$0.2
Class 1 bike lane to City Line - Ragle to City Line at Atascadero Creek	$0.5

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

Task Name	June	July	August	September	October	November
Cities/County Presentations						
Poll #2						
SCTA Final Approval of Expenditure Plan, 7/13						
Board of Supervisors Places on Ballot, 8/4						
Election, 11/3						

QUESTIONS?

SCTA.CA.GOV/GOSONOMA

More information on the measure.

SCTA.CA.GOV/2050

Moving Forward 2050 Plan

info@scta.ca.gov