

2016 Transportation Improvement Plan

Regional Transportation Commission (RTC)

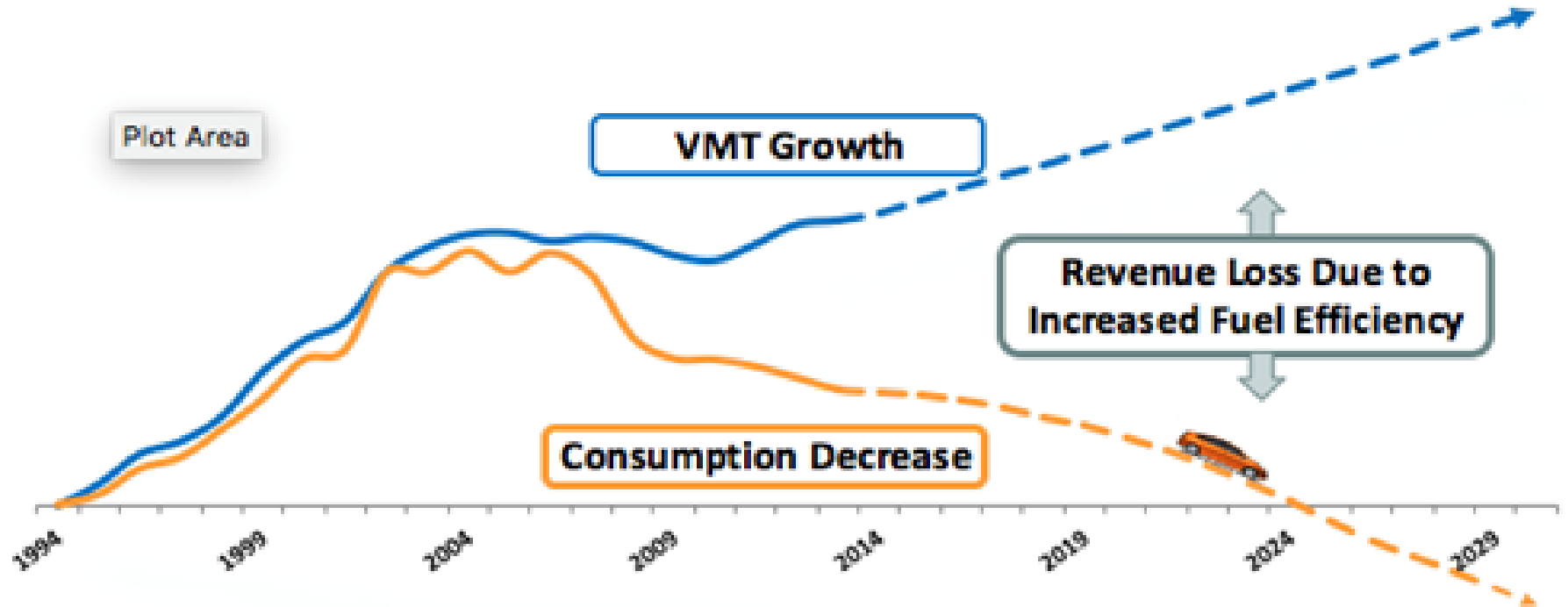
June 16, 2016



Gas Tax not Reliable

— Vehicle Miles Traveled

— Gas Consumption with Increased Efficiency



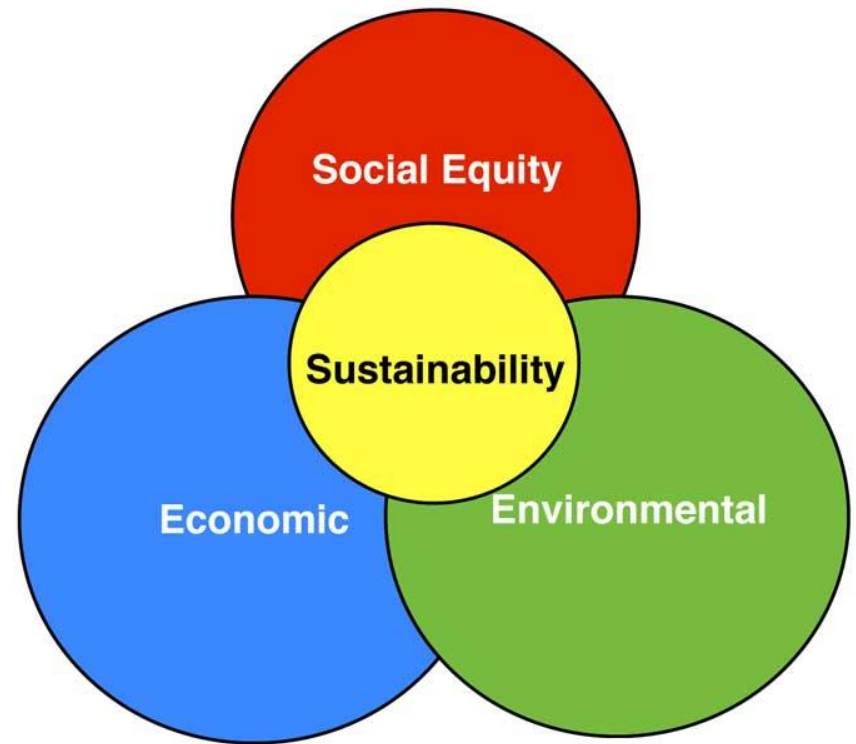
In this conceptual chart, Vehicle Miles Traveled and Fuel Consumption have been indexed to the same starting point in 1994 to enable comparison of the relative change of the two metrics over time



2016 Transportation Improvement Plan (TRIP)

Background:

- 2014 Regional Transportation Plan (RTP)
- \$3 BILLION Deficit
- Sustainability prioritization
- ½ cent = \$500M over 30 years





LET'S MOVE!

GET THERE SAFER AND FASTER!



SCRTC.org/Move



@SantaCruzRTC #LetsMoveSantaCruzCo



/SCRTC

2016 Transportation Improvement Plan (TRIP)

Expenditure Plan (Attachment 1)

Delivering Community Priorities:

- **Quality of life**
 - **Mobility for all**
 - **Safety**
 - **Economic Vitality**
 - **Clean communities**
- **Address traffic**
- **Maintain infrastructure**
- **Be inclusive and balanced**



Nov 2016 Transportation Measure



- All local
- Leverage outside \$
- Independent oversight
- Well supported
- Balanced , Diverse, Inclusive



Today's Actions

- **Receive Polling Results**
- **Public Hearing**
- **Finalize Expenditure Plan (Attach. 1)**
- **Adopt Ordinance/Full Text of Ballot Measure (Attach. 2)**
- **Adopt Resolution calling for election (Attach. 3)**





Santa Cruz Voters' Support for Transportation Investments

Survey Conducted June 8-12, 2016

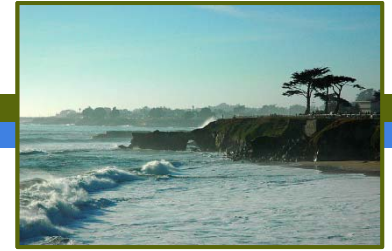
220-4515

*Fairbank,
Maslin,
Maullin,
Metz &
Associates*

FM3

Methodology

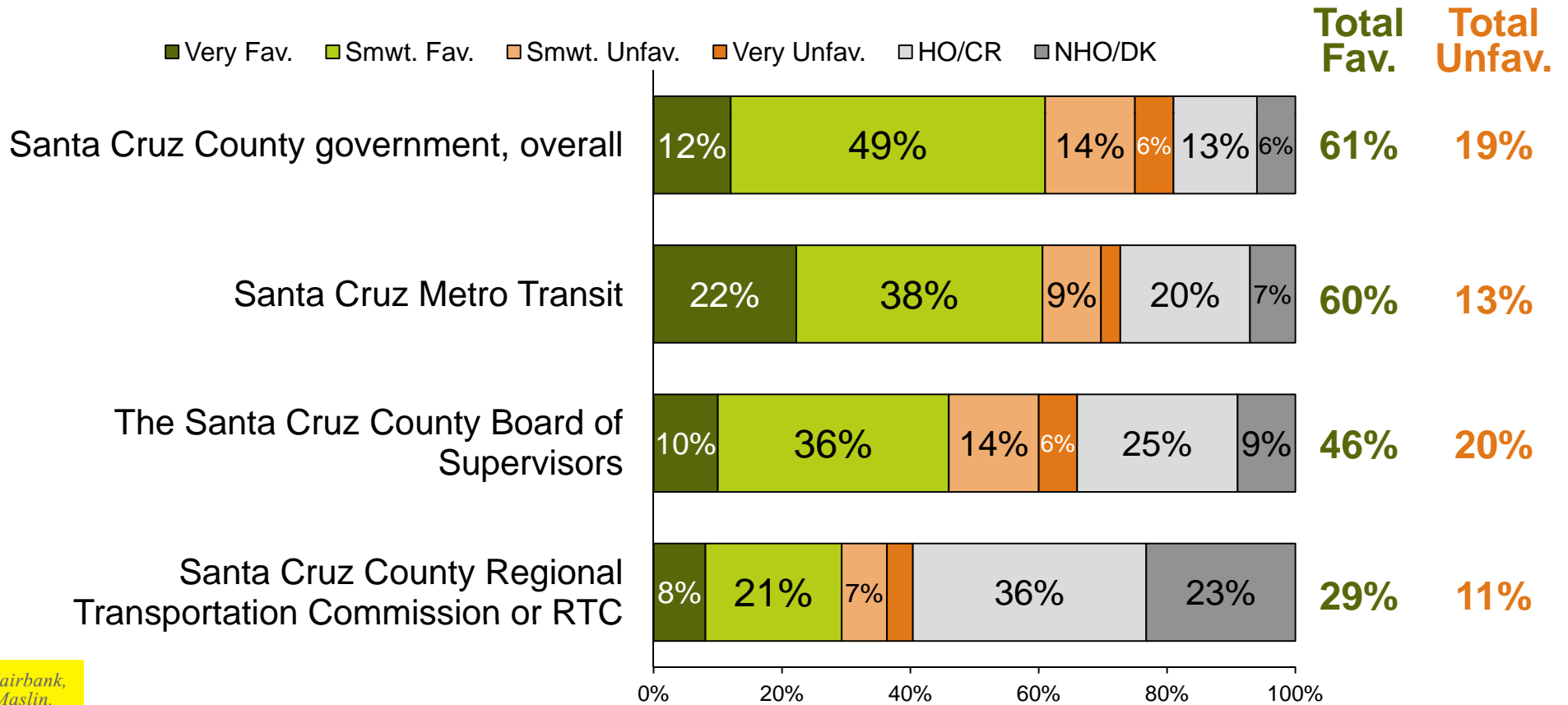
- ❖ 601 telephone interviews with voters likely to cast ballots in November 2016 in Santa Cruz County
- ❖ Interviews conducted June 8-12, 2016
- ❖ Interviews on landlines and cell phones, and in English and Spanish
- ❖ Margin of sampling error of +/- 4.0% at the 95% confidence level for the full sample
- ❖ Some percentages may not sum to 100% due to rounding



Issue Context

Santa Cruz County government and Santa Cruz Metro Transit are perceived quite favorably.

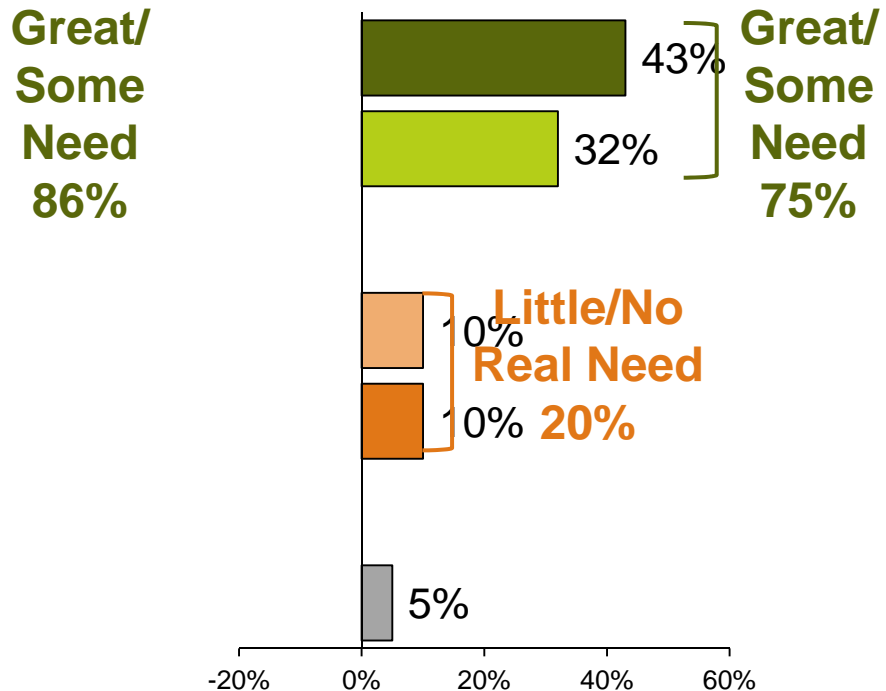
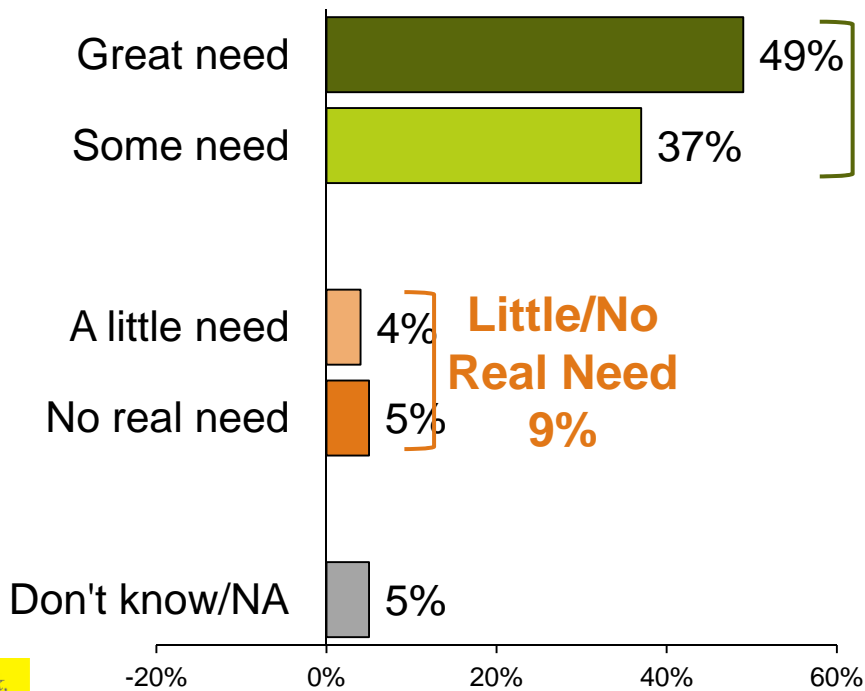
I would like to ask your impressions of some organizations in public life. As I read each name, please tell me whether your impression of that organization is generally favorable or unfavorable. If you don't recognize a name or if you have heard about the organization but do not have enough information to offer an opinion just say so.



A significant majority of voters sees a need of additional funding for street repair and for transportation alternatives to driving.

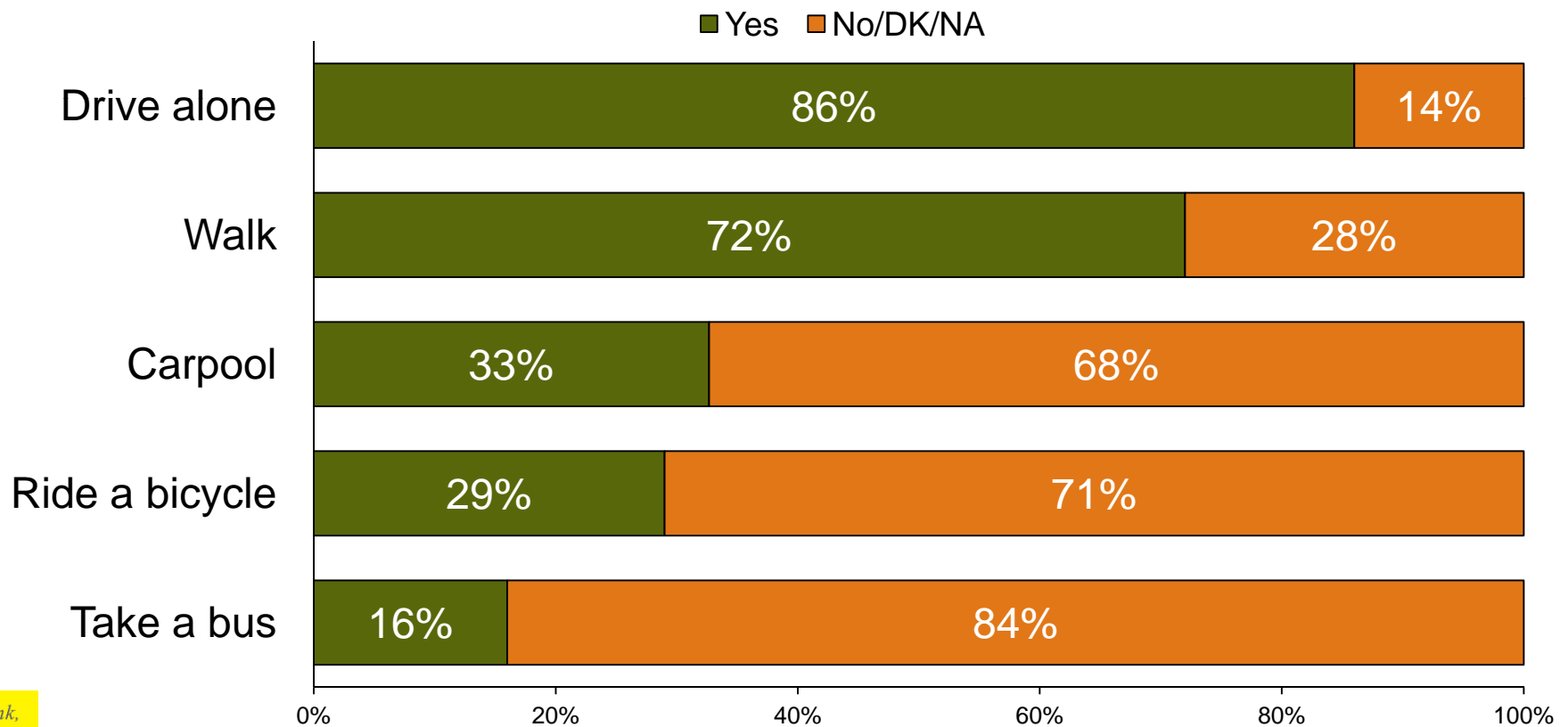
Need for more money to properly maintain and repair streets and roads

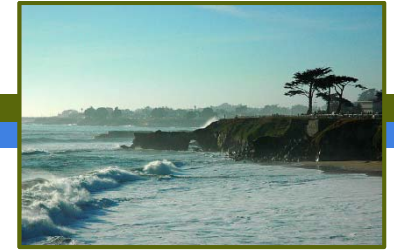
Need for more money to increase the use of alternative transportation, such as transit, walking and biking



Driving alone and walking are the most common modes of transportation in the County.

Do you regularly—that is, at least two or three times per week—use each of the following modes of transportation? By “use,” I mean for any purpose, including commuting to school or work, running errands, or for recreation.





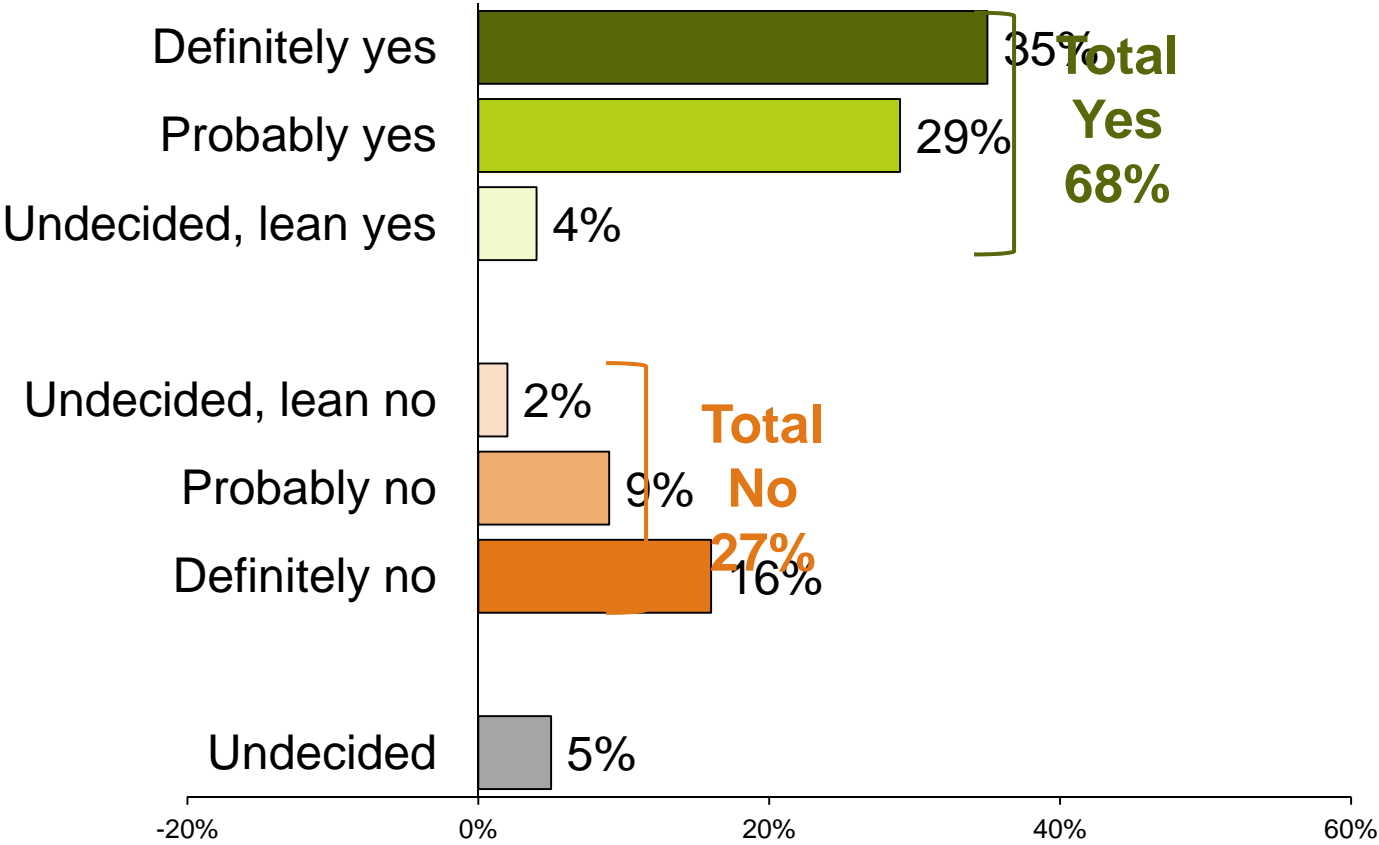
Initial Support for a Traffic Relief, Road Repair, Safety, Transit Improvement Measure

Hypothetical Language Tested

Traffic Relief, Road Repair, Safety, Transit Improvement Measure.

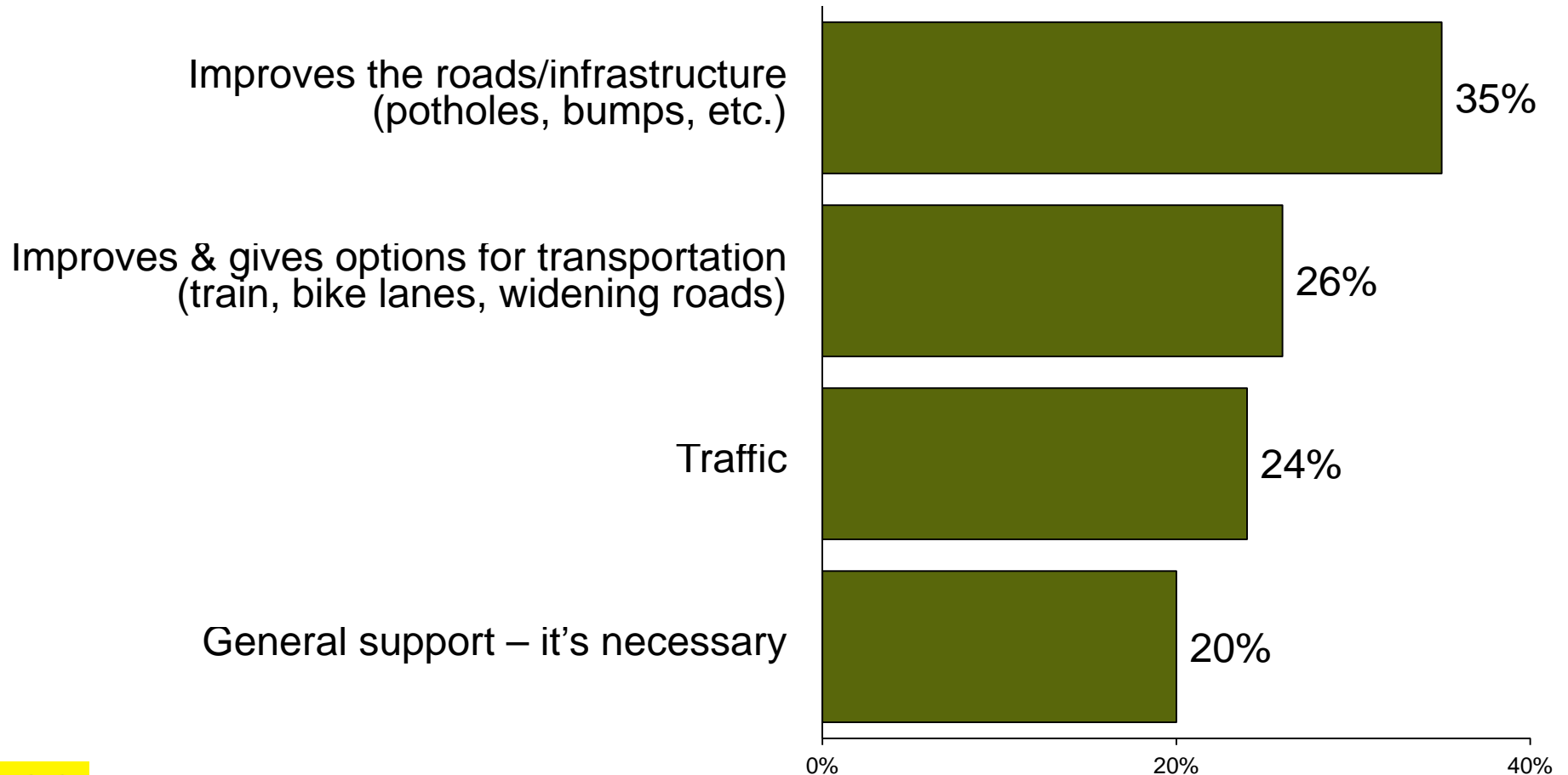
In order to: repair streets and potholes; improve neighborhood safety by reducing cut-through traffic; maintain senior and disabled transit; reduce global warming pollution by providing transportation options like sidewalks, buses, bike lanes, trails; make rail possible; reduce highway traffic congestion; shall Santa Cruz County voters adopt an ordinance establishing a half-cent sales tax for 30 years, raising approximately \$17 million annually, requiring citizen oversight, independent audits, and funds spent locally?

Two thirds of survey respondents expressed support for the proposed measure.



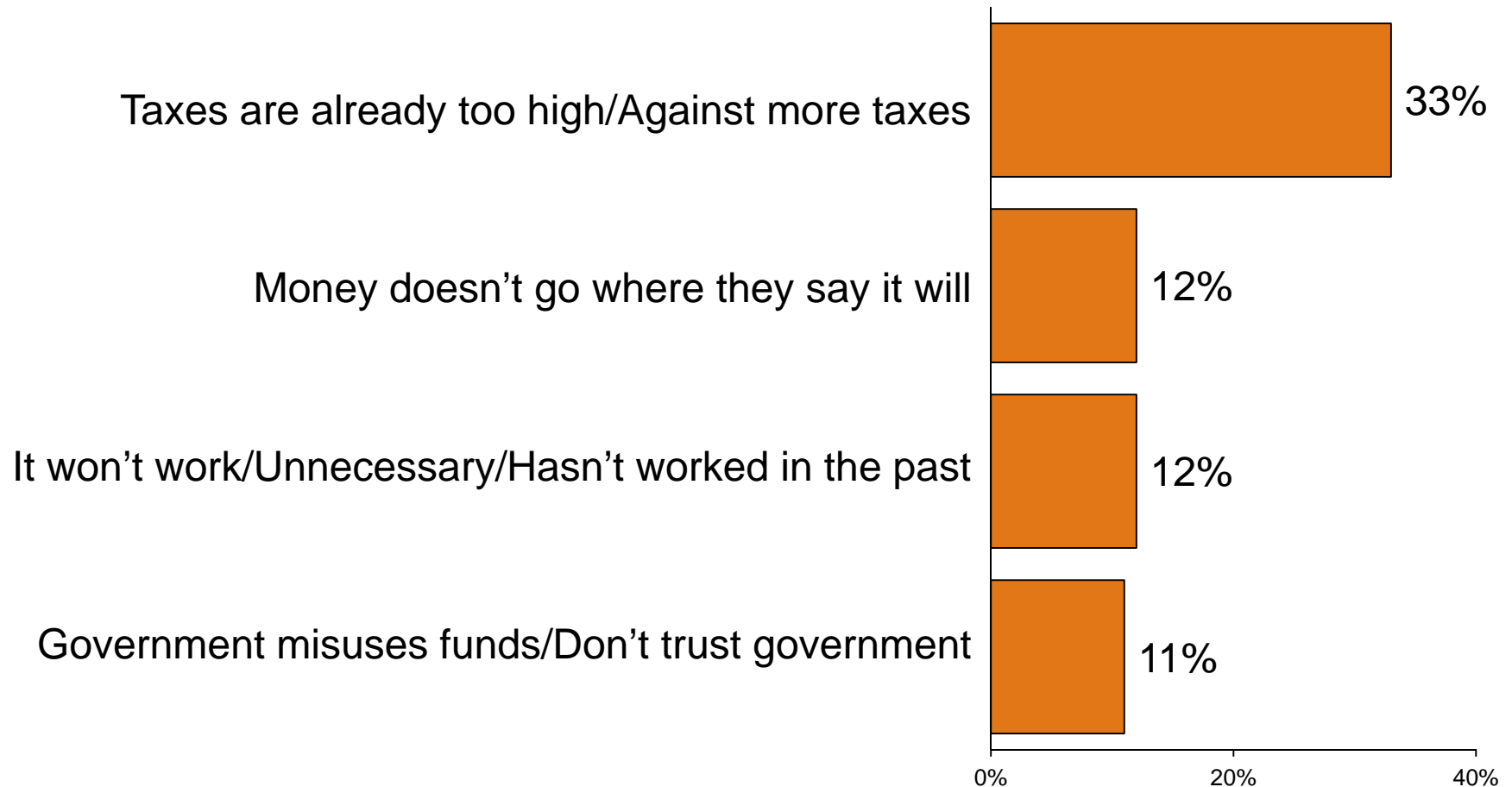
Top Reasons Provided for YES Votes

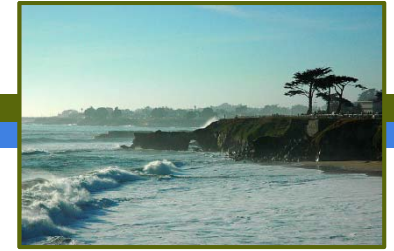
*In a few words of your own, please tell me why you would vote **YES** on this ballot measure?*



Top Reasons Provided for NO Votes

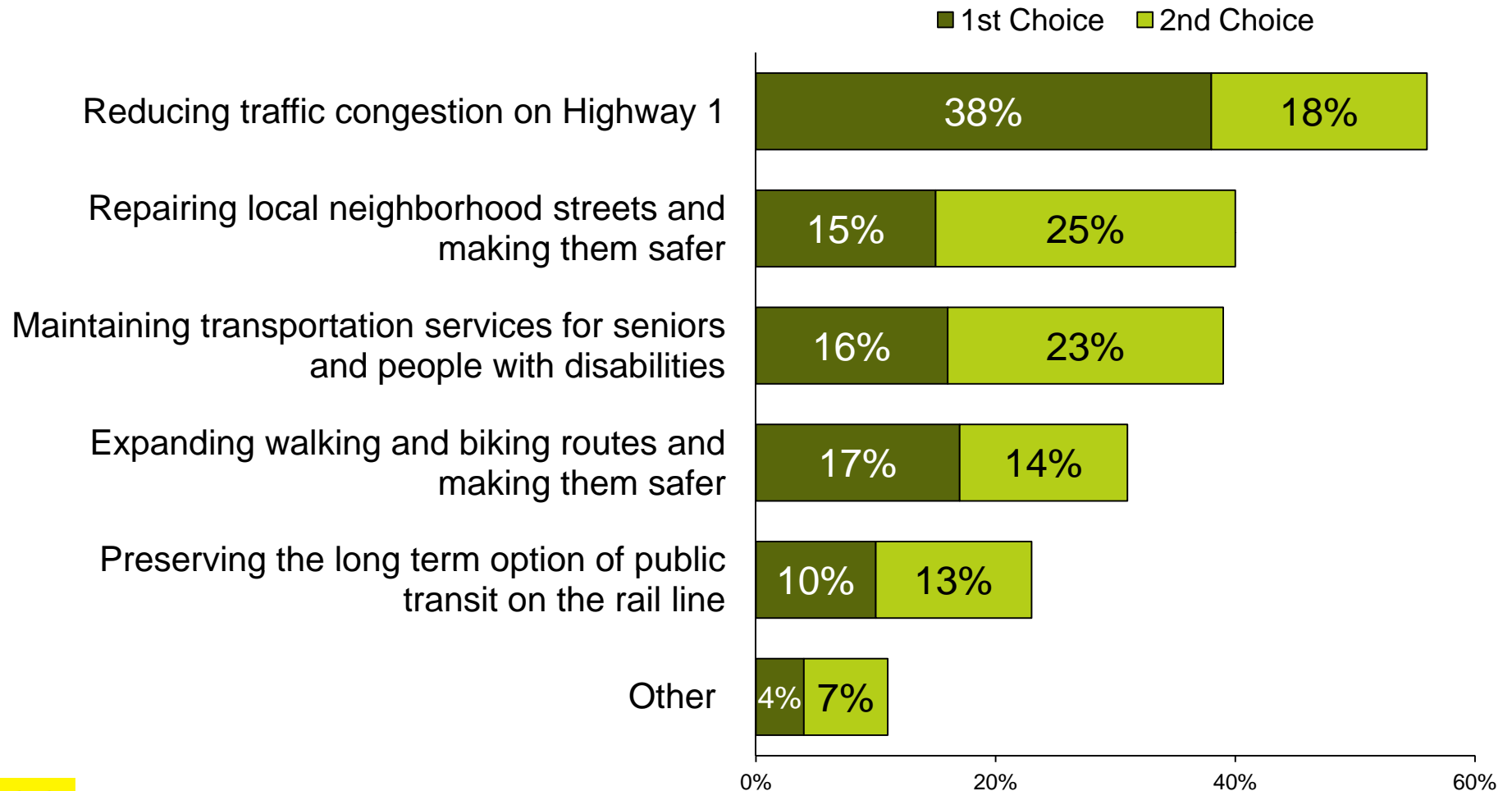
*In a few words of your own, please tell me why you would vote **NO** on this ballot measure?*



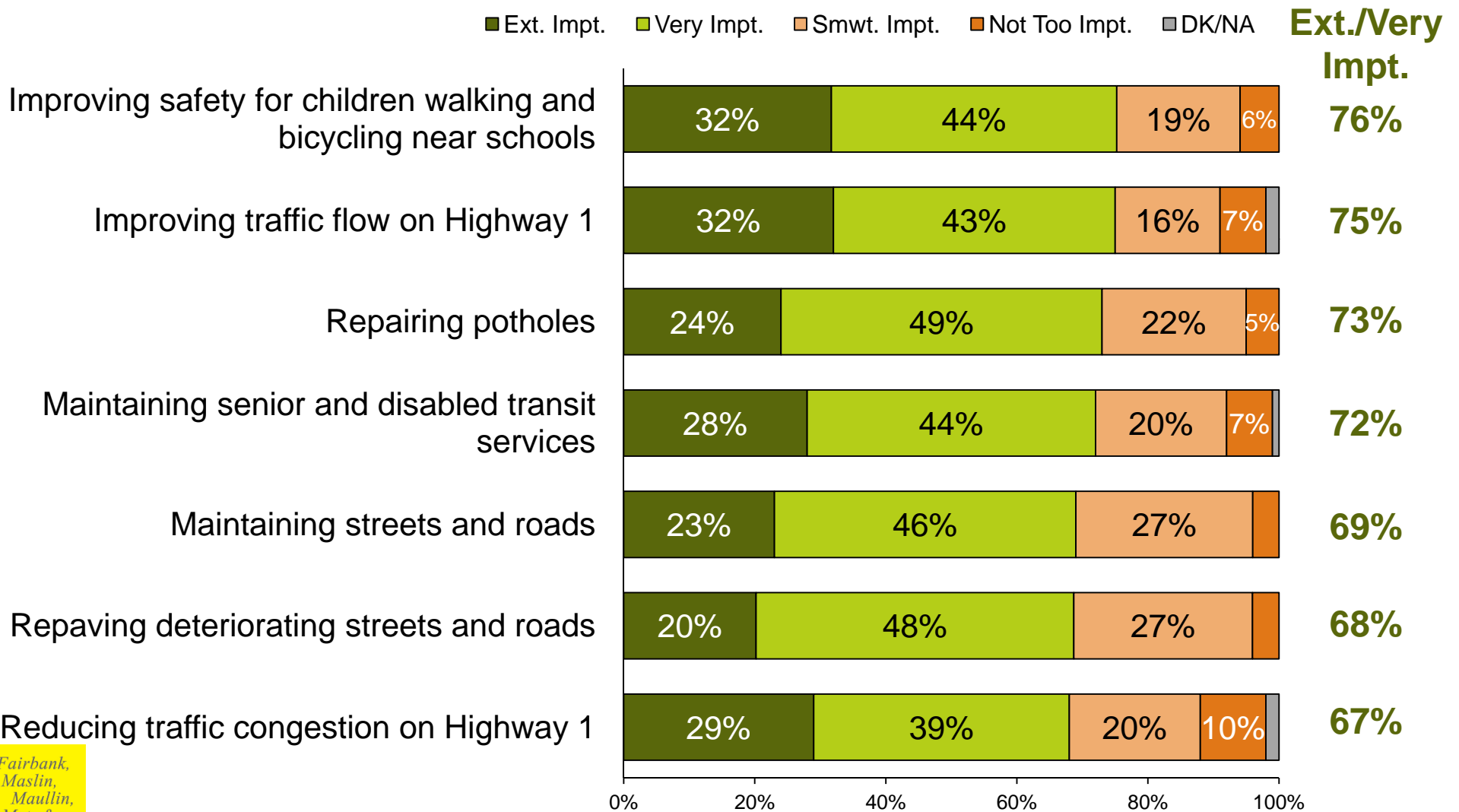


Structural Elements of the Measure

Reducing traffic on Highway 1 is seen as the most important broad funding category.

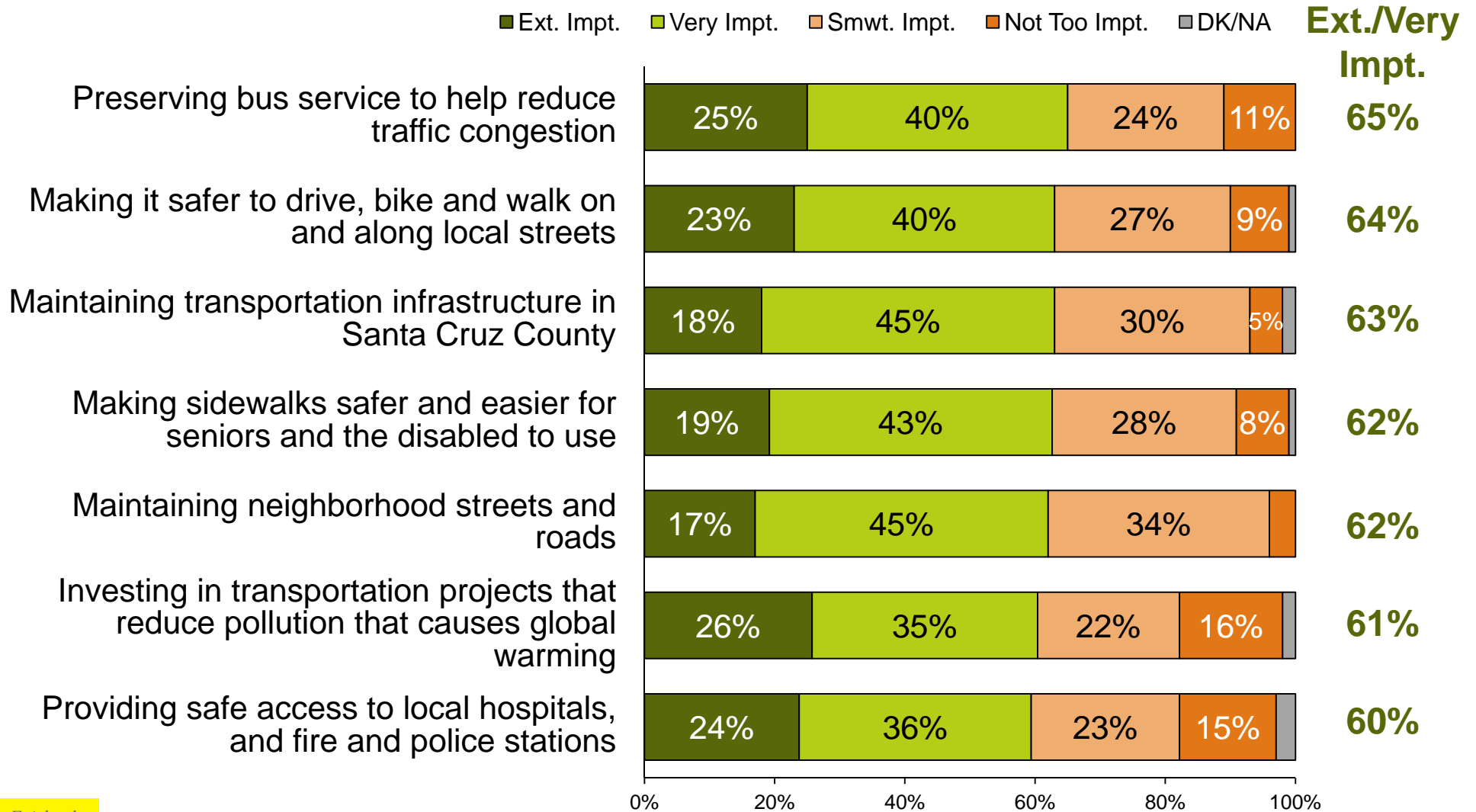


Addressing Highway 1 congestion, repairing roads, child safety and senior/paratransit services are seen as the top individual spending priorities.

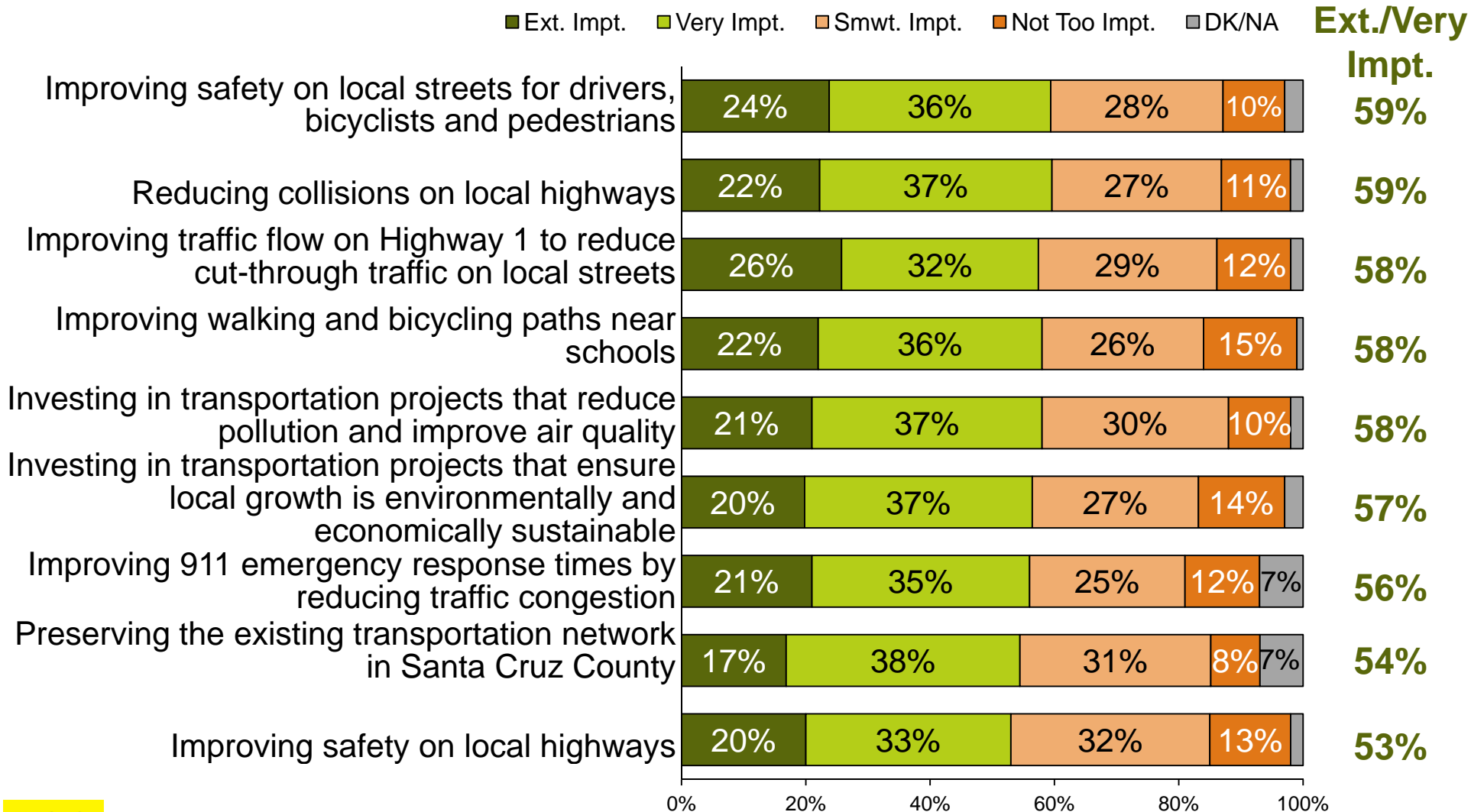


Q6. I am going to read you a list of some specific projects that this measure might fund. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not too important. Split Sample

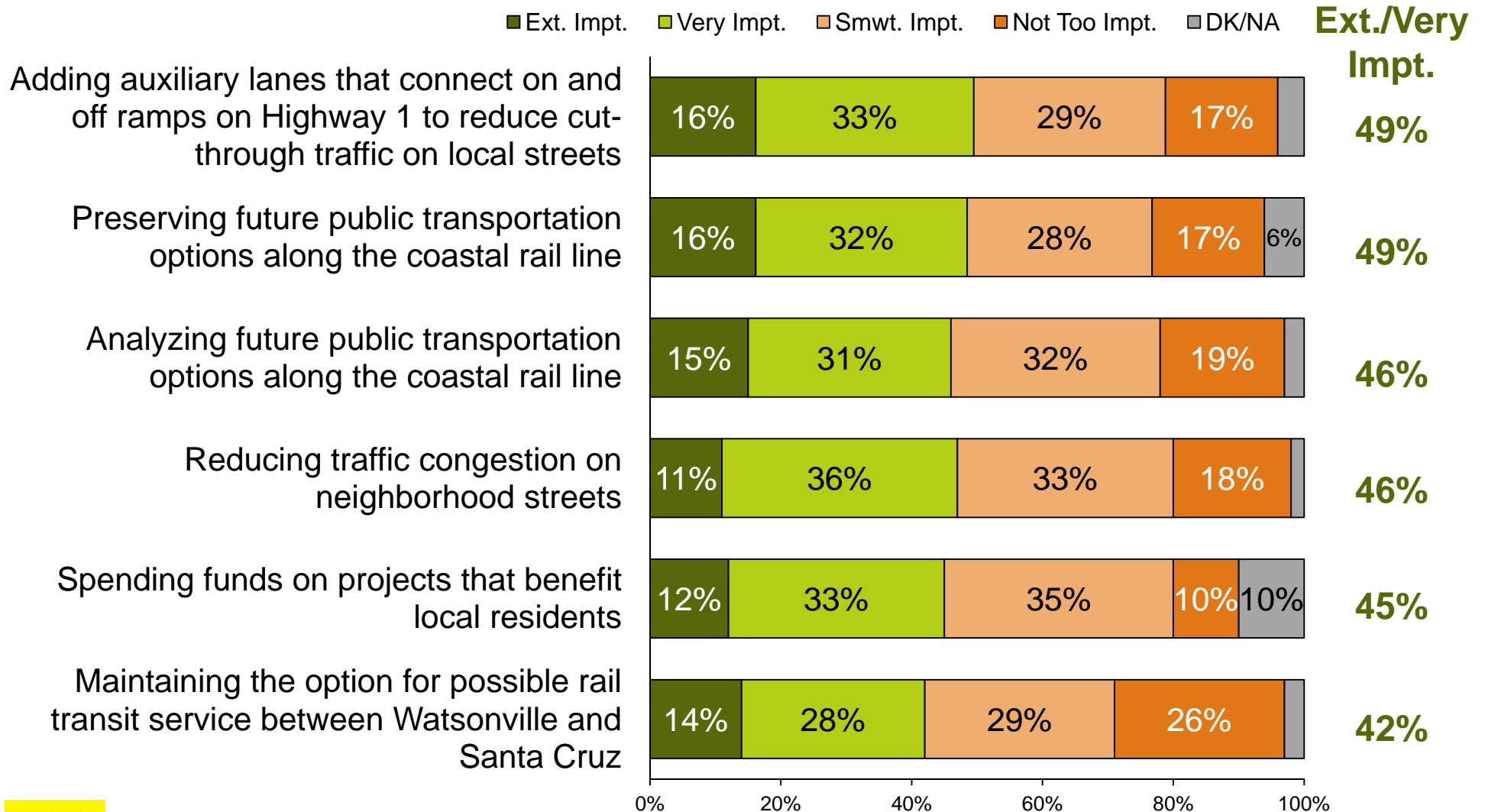
Addressing street safety, general congestion, and global warming are also seen as important.



Other improvement and investments are seen as important by more than half of voters.



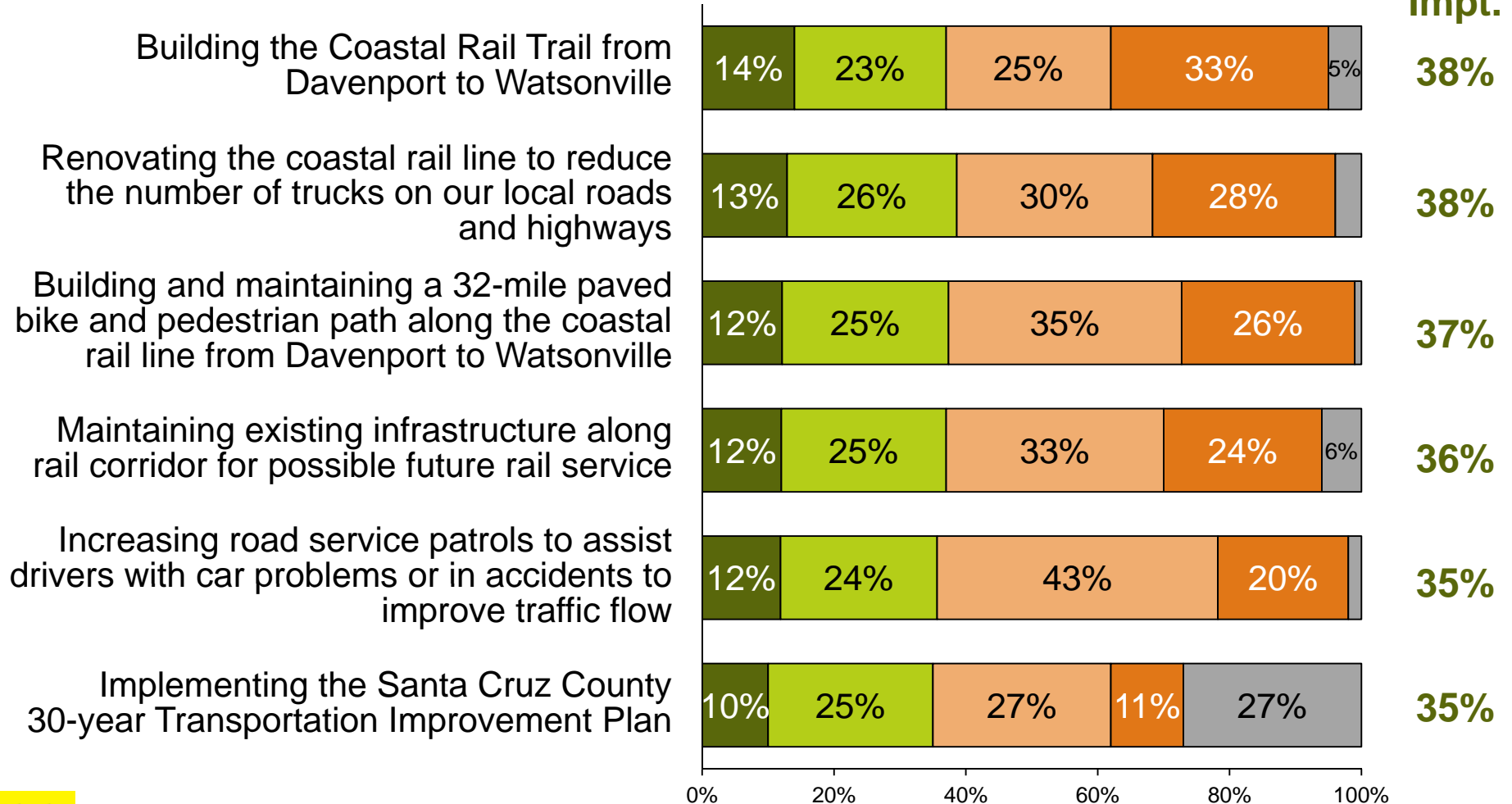
Adding auxiliary lanes and maintaining coastal rail options are comparatively less important.



Coastal trail and road service patrols were not seen as pressing spending needs.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA

Ext./Very Impt.



Conclusions

- ❖ Voters clearly feel Santa Cruz County needs additional funding to meet its transportation needs.
- ❖ Roughly two-thirds (68%) are willing to support a countywide ½ cent sales tax measure funding such projects.
- ❖ Voters want to see additional funds prioritized to reduce Highway 1 traffic congestion, repair and maintain streets, maintain transit services for seniors and disabled persons, and ensure children can safely get to and from school.
- ❖ While a measure may be viable, there is also very little margin for error given the two-thirds vote threshold and virtually all tentative supporters must remain supportive.

Updated 75 Word Ballot Question

Safety, Pothole Repair, Traffic Relief, Transit Improvement Measure. In order to: improve children's safety around schools; repair potholes; repave streets; improve traffic flow on Highway 1; maintain senior/disabled transit; reduce global warming pollution by providing transportation options like sidewalks, buses, bike lanes, trails; preserve rail options; shall Santa Cruz County voters adopt an ordinance establishing a half-cent sales tax for 30 years, raising approximately \$17 million annually, requiring citizen oversight, independent audits, and funds spent locally?