

STAFF REPORT

SUBJECT: Measure D Renewal Framework

MEETING DATE: June 7, 2007

AGENDA ITEM: 9

STAFF CONTACT: Gregg Hart

RECOMMENDATION:

Receive a presentation on the status of SBCAG Board actions regarding the development of a Measure D renewal expenditure plan using the subregional planning committees and a public stakeholder process.

SUMMARY:

At its meeting in April, the SBCAG board voted to target the November 2008 general election for the next Measure D renewal election and decided the next Measure would be a continuation of the existing $\frac{1}{2}$ percent tax rate rather than the $\frac{3}{4}$ percent measure that failed at the polls last November. In May, the SBCAG board voted to approve a framework for development of the Measure D Expenditure Plan and to set the renewal measure term at 30 years. The approved framework provides countywide funding for the south coast 101 widening and the balance of funding be divided for separate subregional plans for the North County and South Coast developed by the SBCAG subregional committees. The Board also directed staff to present the subregional committees with options for creating a process to include public stakeholders in the development of the subregional expenditure plans.

The Board's actions are based on the lessons learned from the results of the last election, discussions with many opinion leaders who both supported and opposed Measure D 2006 and examination of the fourteen other county transportation sales tax measures around the state that have passed with a 2/3 voter approval requirement in recent years and serve as models for success.

Staff is also recommending the Board begin consideration of the best way to include the public in the process of developing a new expenditure plan. Measure D-2006 was largely developed without active public participation. While draft expenditure plans were shared with the public at various stages of development through presentations to community groups and City Council meetings around the county, the public was not included in the detailed process of developing the expenditure plan. As a result, misinformation and misunderstandings festered and many active participants in the Measure D campaign, both supporters and opponents, were never fully aware of the compromises and trade-offs that had been considered and rejected at the early planning stages of development of the expenditure plan. In this environment, suspicions grew into accusations that were transmitted by opponents as facts. The critical education process created when members of the public roll up their sleeves and work across the table from someone with a different viewpoint and set of values was never allowed to occur. As a result, many of the

opponents felt that their concerns about the plan that was developed by SBCAG were simply disregarded and this spawned active, organized opposition to Measure D 2006.

This time, the Measure D-2008 renewal effort should directly involve representatives from public stakeholder groups to participate directly with SBCAG Boardmembers in the deliberations of the subregional planning committees. A similar process was used in the successful 101 in Motion effort to develop a consensus plan that was ultimately unanimously approved by the SBCAG board. Some type of public outreach process has been used to develop the expenditure plan for each of the fourteen county transportation sales tax measures that have passed with the two-thirds voter approval requirement.

By using a stakeholder process such as the 101 in Motion effort for the development of the next Measure D renewal expenditure plan we will significantly increase the potential for achieving the broad community consensus in support of the plan and eliminating organized opposition for the new measure. By actively including citizen representatives from various community interest groups, including the active opponents of Measure D-2006 like the Santa Barbara County Taxpayers Association and COLAB as well as the previous measure's strongest supporters like COAST and PUEBLO, in designing the new Measure D expenditure plan from the ground up we can increase the sense of ownership for the new plan that was lacking the last time around.

The SBCAG Board has decided the two SBCAG subregional planning committees will be given responsibility for developing the subregional expenditure plans and for determining the best way to include public participation in the development of the two geographically based expenditure plans. The best method for integrating public participation into development of the two expenditure plans may, or may not be the same in both parts of the county. Furthermore, the subregional plans developed by the committees may look very different as a reflection of the differences in transportation needs and priorities in each area of the county.

SBCAG staff will be recommending to each subregional planning committee that citizen stakeholders be appointed to meet directly with the members of each subcommittee at regularly scheduled meetings from July to September or October to develop the subregional expenditure plans. The stakeholder groups should be in the 12-15 member range to keep meetings manageable and discussions should be facilitated. The goal of the subregional planning committee and public stakeholder deliberations should be to reach a consensus recommendation on the components of the Measure D subregional expenditure plans. The Measure D framework decisions that have already been made by the SBCAG Board will not be subject to change through deliberation by the expanded subregional committee discussions. The SBCAG board will ultimately need to approve a countywide plan based on the recommendations of the subregional committees.

Local agency staff is encouraged to attend the subregional planning committee meetings and may be asked to serve as technical resources to the committee deliberations. The subcommittees may also assign specific issues to agency staff for deliberation and recommendation to the subregional committees as appropriate. The next South Coast Subregional Planning Committee meeting is scheduled for June 6 at 1:00 p.m. at the SBMTD offices. A North County Subregional Planning Committee meeting is being scheduled. Any recommendations approved by the committees will be reported to the board at its June 21 meeting.

Attachments:

Summary of SBCAG Board Decisions

Draft Measure D-2008 Development Timetable & Milestones

SBCAG Board Measure D Renewal Decisions:

- November 2008 target for Measure D renewal election.
- Tax rate will be ½ cent.
- Term will be 30 years.
- The 101 widening on the South Coast will be supported by North and South County
- Subregional committees will develop separate geographically-based expenditure plans.
- Each subregional committee will develop its own public stakeholder process.

Measure D -2008 Renewal Framework

North County	South County
Local Program (?%)	Local Program (?%)
Regional Program (?%)	Regional Program (?%)
101 South Coast Widening	

Draft Measure D-2008 Development Timetable & Milestones

April 2007 - SBCAG Board targets November 2008 for 1/2 % Measure D renewal election

May 2007 - SBCAG South Coast & North County Subregional Planning Committees discuss options for Measure D-2008 expenditure plan framework

May 2007 - SBCAG Board approves Measure D-2008 expenditure plan process framework

June 2007 - SBCAG South Coast & North County Subregional Planning Committees review and approve options for stakeholder participation in Measure D-2008 subregional expenditure plan development

July, August, September 2007 - North County and South Coast Subregional Planning Committees meet to develop recommendations for subregional expenditure plans

September- October 2007 – SBCAG board reviews preliminary draft expenditure plan

October 2007 - Public polling of draft Measure D-2008 Expenditure Plan

November 2007 – Subregional committees review poll results and approve recommendations for subregional plans for SBCAG board

November- December 2007 – SBCAG board reviews and approves draft expenditure plan.

January – February 2008 - City Councils/Board of Supervisors endorse Measure D-2008 Expenditure Plan

February – June 2008 - Measure D-2008 public education program

June 2008 - SBCAG approves final Measure D-2008 Expenditure Plan and requests the Santa Barbara County Board of Supervisors place the measure on the ballot

July 2008 - Santa Barbara County Board of Supervisors place Measure D-2008 on the November 2008 general election ballot

November 2008 - Measure D-2008 election