

TRANSPLAN Technical Advisory Committee

30 Muir Road, Martinez, CA 94553

Participating entities: Cities of Antioch, Brentwood, Oakley and Pittsburg • Contra Costa County
Tri Delta Transit • 511 Contra Costa • Contra Costa Transportation Authority (CCTA) • Caltrans District 4 • BART
TRANSPLAN • State Route 4 Bypass Authority • East Contra Costa Regional Fee & Financing Authority (ECCRFFA)

Meeting Location:

Antioch City Hall, Third Floor Conference Room

Tuesday, May 21, 2019, 1:30 to 3:30 p.m.

AGENDA

*NOTE: The Technical Advisory Committee (“TAC”) agenda/packet is only distributed digitally, **no paper copies will be sent.** If you need a printed copy please contact TRANSPLAN staff.*

Action/Discussion Items (see attachments where noted [♦])

Item 1: STANDING ITEM: Concord Community Reuse Project (former Concord Naval Weapons Station) Update.

Item 2: 511 Contra Costa and “Miles.” *511 Contra Costa and Contra Costa Transportation Authority Staff (“CCTA”) will deliver a presentation to the TRANSPLAN TAC about their partnership with “Miles,” a “frequent flyer program for ground transportation” that allows commuters to earn redeemable travel rewards.*

Item 3: CCTA Comprehensive Transportation Project Listing (“CTPL”) Update for Development of the Seven-Year Capital Improvement Program for the 2019 Congestion Management Program (“CMP-CIP”). *The new CTPL project website is open for editing by local project sponsors in Contra Costa. CCTA staff will provide an overview to the TRANSPLAN TAC on the update process. ♦ Page 2*

Item 4: Growth Management Program (“GMP”) Task Force. *The GMP Task Force is being reconvened for the SB 743-related updates to the GMP implementation documents, among other items, as recommended by the Planning Directors. CCTA is looking for volunteers for the GMP Task Force. The TRANSPLAN TAC will nominate and recommend for appointment one (or more) representatives. ♦ Page 9*

Item 5: New Transportation Expenditure Plan (“TEP”). *CCTA staff provided an overview of the TEP development process at the May 9 TRANSPLAN Committee meeting. CCTA staff seeks the TRANSPLAN TAC’s input on how best to engage with the TEP process. ♦ Page 20*

Item 6: Other Business

Item 7: Adjourn to Tuesday, June 18, 2019 at 1:30 p.m.

The TAC meets on the third Tuesday of each month, 1:30 p.m., third floor conference room at Antioch City Hall. The TAC serves the TRANSPLAN Committee, the East Contra Costa Regional Fee & Financing Authority, and the State Route 4 Bypass Authority.

Persons needing a disability-related accommodation should contact Jamar Stamps, TRANSPLAN staff person, at least 48 hours prior to the starting time of the meeting.

ITEM 3
COMPREHENSIVE TRANSPORTATION PROJECT LISTING (“CTPL”)
UPDATE



MEMORANDUM

To: Contra Costa Project Sponsors

cc: RTPC Managers

From: Matt Kelly, CCTA

Date: April 30, 2019

Re: Updating of the Authority's Comprehensive Transportation Project Listing (CTPL) for Development of the Seven-Year Capital Improvement Program for the 2019 Congestion Management Program (CMP-CIP).

Beginning in May 1, CCTA will open the new CTPL project entry website for editing by local project sponsors in Contra Costa. The primary focus of this opening of the database is for project sponsors to provide updated project information and addition of new projects for inclusion in the 2019 CMP's 7-year CIP. The CIP is a State-required component of the CMP, and upon adoption, is incorporated into the Regional Transportation Improvement Program by MTC. By definition, the CIP should include any projects seeking Federal, State or local funding in the next seven years. Because of this, it is extremely important that project sponsors verify that their projects are included in the CTPL (from which the CIP project listing is derived), and that the information found therein is current. New projects, not necessarily seeking to be included in the CIP, are also eligible to be added to the CTPL at this time, provided that the project has a sponsor, a complete description/location, and a cost estimate.

During our recent review of the CTPL, we found projects with missing fields, projects with outdated status and costs, as well as projects whose scope and schedule have changed over time. We therefore encourage project sponsors visit the online database, examine each of their projects in the database, and check the entries for completeness and accuracy, while also paying special attention to the following fields:

- **Project Cost** – Every project in the CTPL *must* have a project cost associated with it. We understand that this may be difficult to pinpoint for long-range projects, so an educated estimate is sufficient;
- **Project Description** – Each project should contain an accurate and thorough description of project components and physical location so that it can be mapped and incorporated into the Countywide Model (if model-able);
- **Project Status/Phase** – Once a project moves from design to construction, or construction to completion, these fields need to be updated. If a project is no longer being pursued by its sponsoring agency, it must be changed to ‘No Longer Supported’, or it will continue to appear in active project lists.
- **Project Funding** – When adding funding sources to a particular project, only include committed funding sources and amounts. Many sponsors have included “unidentified” as the funding source – if the funding source is not identified, it shouldn’t be listed as committed.
- **Completion Date** – In order to provide accurate escalated project costs, having an accurate completion date is very important, as well as for coding the Countywide Model to include the project in the future model network.

Sponsors will not need to update projects being submitted for the ongoing 2021 RTP Call for Projects, as CCTA staff will edit those projects to match the RTP submittal for Contra Costa.

Instructions for obtaining access to the CTPL website are attached to this memorandum, and the deadline for editing or entering projects is Friday, May 31st. If you have any questions or need help accessing the website, please contact Matt Kelly at (925) 256-4730 (mkelly@ccta.net).

Instructions for Updating the Comprehensive Transportation Project Listing (CTPL) for the 2019 Congestion Management Program (CMP)

Step One: Create an account

Clicking [here](#) will take you to an account creation window (see image below). Please enter your first/last name, select your agency, enter email address, choose a password (and confirm), and click 'submit'. The password can be any combination of letters and/or numbers – just make sure it's something you can easily remember. Note that a maximum of two accounts can be created per sponsoring agency, so you may want to create an account that can be shared should multiple staff members want to update the projects. Forgotten passwords can be retrieved by contacting Matt Kelly at mkelly@ccta.net (925-256-4730).

Start creating an account by clicking here: [Create New User Account](#)

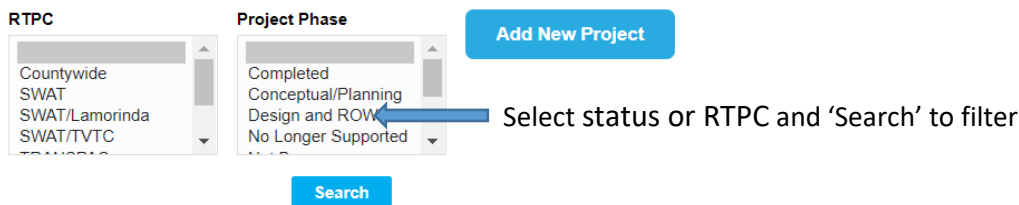
Create Account

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Agency *	<input type="text" value="-- Agency --"/>
Email *	<input type="text"/>
Create Password *	<input type="text"/>
Confirm Password *	<input type="text"/>

Step Two: Log-in and View your projects

Once you've created an account, your login credentials will take you to your agency's home project screen, where all projects entered into the CTPL by your agency will be viewable, regardless of status. You can filter based on project status or RTPC by using the dropdown menu at the top of the screen so you aren't seeing 'Completed' projects, for example. You may also download the spreadsheet by clicking on 'Download Data' at the top left corner of the screen (see below).

Start reviewing your agency's projects by clicking here: [Review Existing Projects](#)



RTPC

- Countywide
- SWAT
- SWAT/Lamorinda
- SWAT/TVTC

Project Phase

- Completed
- Conceptual/Planning
- Design and ROW
- No Longer Supported

[Add New Project](#)

Select status or RTPC and 'Search' to filter

[Search](#)

[Download Data](#) ← Click to download spreadsheet

CTCA Project ID	Agency	Project Name	Project Purpose	Transportation System	Roadway Facility Name	Project Boundaries	Description	Project Cost	Cost Year	Completion Year	Implementing Agency	Project Status	RTPC	Edit Record
0005	Contra Costa County	Arthur Road Widening, Pacheco to I-680			Arthur Road	Pacheco Blvd. to I-680	Widen roadway to install bike lane and sidewalk	\$325,000	1998	2005	Completed	TRANSPAC	Update Project Information	
0008	Contra Costa County	Bailey Road Bridge Replacement at Diablo Creek			Bailey Rd	At Diablo Creek crossing	Replace existing deficient bridge	\$523,000	1999	2004	Completed	TRANSPLAN	Update Project Information	
0009	Contra Costa County	Bethel Island Bridge Replacement at Dutch Slough			Bethel Island Road	At Dutch Slough	Replaces existing bridge with a four lane bridge and improved geometrics	\$24,000,000	2009		Completed	TRANSPLAN	Update Project Information	
0010	Contra Costa County	Blum Road Improvements, Pacheco to Imhoff			Blum Road	Pacheco Blvd. to Imhoff Dr.	Widen pavement, install curb, sidewalk, and drainage improvements	\$432,000	1998	1999	Completed	TRANSPAC	Update Project Information	
0017	Contra Costa County	Camino Tassajara Realignment, Bruce to Johnston			Camino Tassajara	From Bruce Dr. to Johnston Rd.	Realign roadway to improve geometrics	\$976,000	1998	1999	Completed	SWAT/TVTC	Update Project Information	
0018	Contra Costa County	Cummings Skyway Truck Climbing Lane Extension			Cummings Skyway	From West of Crockett Blvd. past the summit east of Crockett Blvd.	Extend truck climbing lane on eastbound Cummings Skyway to allow faster moving vehicles to safety	\$16,900,000	2017	2030	Not Begun	WCCTAC	Update Project Information	
0019	Contra Costa County	Delta Road Bridge Replacement, at Rock Slough			Delta Road	At Rock Slough	Replace existing bridge	\$800,000	1998	1999	Completed	TRANSPLAN	Update Project Information	

↑ Click to edit a project

Step Three: Edit/Update your projects

When ready to edit any aspect of a project, click on 'Update Project Information' button to the right of each project in the table. You will be taken to a screen that has all available fields for editing (see below). This includes general project information, project details, project location, and project funding, among others. Please fill out as many of the fields as you are able, and click 'Update' after completing each section to save your edits. Once you click 'Update' on a particular section, that section will close. If you want to make further edits to that section, you must go to the main table (use 'Back' arrow) and click on 'Update Project Information'. Updates will automatically be sent to Authority staff for review before adding to the database.

CCTA Project Update Form

General Information

CCTA ID: 0006

Project Name:

Project Purpose:

Transportation System:

Project Boundaries:

Description:

Project Cost:

Cost Year:

Implementing Agency:

Project Type:

Roadway Name:

PrjStartDate:

Completion Year:

RTPC:

[Update](#)

Project Location

Jurisdiction 1:

Jurisdiction 2 (if applicable):

County 1:

County 2 (if applicable):

County 3 (if applicable):

[Update](#)

Cloud Database by Caspio Click 'Update' for each section

Project Details

Significant Route:

Problem Addressing:

Model Capable:

RTP Reference Number:

Primary Corridor:

Measure C Project ID:

Complete streets:

OBAG:

RTP:

CTP:

CTP 10YR list:

Capacity Change:

Model Horizon Year:

MTC Corridor:

Secondary Corridor:

Measure J Project ID:

OBAG Year:

RTP years:

CTP Year:

CTP 20YR list:

[Update](#)

Contact Information

First Name:

Title:

Phone:

Agency:

Last name:

Email:

Status:

[Update](#)

Cloud Database by Caspio Click 'Update' for each section

Step Four: Adding New Projects

New projects may be added to the CTPL at this time. In order to add a new project, fill in the basic project details in the form provided. All new projects must have at least a sponsor, a complete description, and cost in order to be included in the CTPL. Once submitted, CCTA staff will review the project information for completeness, after which it will be assigned a Project ID. You will then be notified that the project is in the database and available for further editing using the online editing form.

The link to add a new project can be found at the top of the main project page:



CCTA New Project Form

Project Name *

Project Purpose * **Transportation System ***

Roadway Facility Name **Project Boundaries**

Description

Project Cost **Cost Year** **Completion Year**

Primary Sponsor * ? **Implementing Agency**

RTPC

[Submit](#)

ITEM 4
GROWTH MANAGEMENT PROGRAM (“GMP”) TASK FORCE

Technical Coordinating Committee **STAFF REPORT**

Meeting Date: April 18, 2019

Subject	Reconvening the Growth Management Program (GMP) Working Group
Summary of Issues	Staff is proposing to reconvene the Authority's GMP Working Group in order to help guide the transition from the current focus on Level of Service (LOS) to the new Vehicle Miles Travelled (VMT) metric mandated by the passage of Senate Bill 743 (SB743). The GMP, through its Implementation Guide and Technical Procedures, prescribes tools and methodologies for analyzing the impacts of development and transportation improvements on the system, and these documents must be updated to address the changes under SB743, which must be implemented by July 1, 2020. The GMP Working Group was last convened to guide the development of the Action Plans for Routes of Regional Significance and the Countywide Transportation Plan (CTP) in 2013.
Recommendations	Staff is looking for volunteers to serve on the GMP Working Group during the transition to SB743.
Financial Implications	N/A
Options	Deliberate SB743 implementation through the Technical Coordinating Committee (TCC).
Attachments	A. Outcomes from the 2018-19 Planning Directors Seminars
Changes from Committee	

Background

Beginning in April 2018, the Authority's planning section initiated a series of seminars with the Planning Directors and Transportation Managers of Contra Costa to re-frame its vision for the future. One of the primary goals of the seminars was to develop a work plan for implementing the changes to transportation analysis in the California Environmental Quality Act of 1970 (CEQA) under the GMP framework. This may include re-tooling the Authority's performance

measures to harmonize with new requirements for assessing VMT rather than using LOS and delay-based methods to measure traffic congestion, as well as making modifications to the GMP and Action Plan process, including the local and regional mitigation programs and how those would function under the new paradigm.

Specific suggestions from the Planning Directors include the following tasks:

Transition to VMT

- Drafting model changes to local CEQA guidance;
- Determining acceptable VMT thresholds of significance;
- Advising on General Plan amendments, if requested; and
- Creating an educational campaign to inform elected officials and policymakers about the opportunities and challenges of using VMT as a metric.

GMP Process Improvements

- Convene a focus group to make clear recommendations on how to improve the GMP compliance reporting process;
- Make compliance reporting more streamlined by expanding automated reporting, improving online materials, and standardizing reporting requirements;
- Offer periodic GMP Compliance training sessions for local and consultant staff to address frequent turnover of personnel;
- Improve online access of GMP materials; and
- Enable automated GMP reporting between local jurisdictions so one jurisdiction can notify all of its affected neighbors on proposed new development projects.

The full list of outcomes is shown in Attachment A.

Level of Effort and Composition

Staff is requesting volunteers to serve on the GMP Working Group through the July 1, 2020 implementation of SB743 changes to CEQA. Staff expects to convene the group 4-5 times during the next 16 months in order to guide the SB743 implementation and update the GMP implementation documents and related processes. Ideally, the GMP Working Group should be

comprised of at least one city representative from each subregion (West, Central, East, Lamorinda and Southwest) and at least one representative from the County. Regional Transportation Planning Committee (RTPC) Managers are also encouraged to join.

Next Steps

Once convened, the GMP Working Group will begin evaluation options and will report back to TCC on progress of the effort. Adoption of the revised GMP Implementation Documents is expected in Spring 2020.

Recommendations from the Planning for the Future Seminar Series

This document summarizes the small group recommendations from the four 2018 CCTA Seminars. The purpose of the seminar series is to:

- Discuss how emerging transportation technologies like autonomous/connected vehicles and the passage of SB743 could impact transportation planning in Contra Costa County;
- Brainstorm potential responses to these emerging issues.

Each seminar focused on a different theme as described below.

SEMINAR 1- THE FUTURE IN TRANSPORTATION (April 12, 2018)

Seminar 1, The Future in Transportation, answered “**How will emerging transportation technologies affect future planning in Contra Costa County?**” The keynote speaker, Professor Daniel Sperling from UC Davis Institute of Transportation Studies, summarized key points from his recent book “The Three Revolutions,” which highlights the importance of connected/autonomous vehicles, shared rides, and electric vehicles for the future transportation system. Participants then discussed how the anticipated changes could affect Contra Costa County and made the following recommendations:

- **Parking.**
 - Jurisdictions may want to consider lowering parking requirements in the future, and offset this with enhanced transit service.
- **Transit.**
 - Transit agencies may need to shift to mobility management providers.
- **Shared Bikes, Vehicles, and Scooters.**
 - Jurisdictions will need to address how to regulate sidewalk rights-of-way, particularly for electric scooters and bikes.
- **Curbside Management.**
 - Jurisdictions will need to manage curbside use for CV/AV drop-off/pick-up, deliveries, and Transportation Network Companies (TNCs).
 - Curbside access priority should be given to pooled vehicles and Americans with Disabilities Act (ADA) access.
 - Jurisdictions should consider curbside access fees.
- **Land Use.**
 - Should CV/AVs decrease parking demand, housing and park uses should be priority in areas where parking lots and garages are removed.
- **Local Revenues.**
 - Jurisdictions need to be proactive in establishing pricing regimes to pay for the infrastructure and maintenance of the future transportation system.

- **Equity.**
 - Jurisdictions need to create a system that serves all users equally including creating payment systems that serve those who are unbanked.
- **Principles and Goals.**
 - Jurisdictions should focus on reducing single occupancy vehicle use particularly because it takes away from community participation.

SEMINAR 2- PLANNING FOR THE FUTURE (June 7, 2018)

Seminar 2, Planning for the Future, asked “**What new regulatory requirements are emerging?**” and “**How should local and regional planning respond to new regulations and new transportation technologies?**” Keynote speaker, Chris Ganson a Senior Planner with the Governor’s Office of Planning and Research, presented on how land use and transportation planning could change once jurisdictions shift from measuring traffic impacts based on Level of Service (LOS) to Vehicle Miles Traveled (VMT). The Seminar highlighted how VMT can improve livability, reduce overall congestion, reduce pavement maintenance costs, and improve public health. Seminar 2 participants made the following recommendations:

- **Emerging Transportation Technologies**
 - Undertake additional studies to understand the issues associated with emerging transportation technologies.
 - Initiate a pilot study, similar in nature to the UC Berkeley self-driving car simulation study, to understand more fully how CV/AVs will affect VMT.
 - Consider subsidizing new transportation technologies such as LimeBike programs.
- **Transportation Metrics**
 - Consider establishing a VMT mitigation bank for Contra Costa County or the Bay Area region.
 - Assess the costs and benefits of maintaining an LOS standard when using VMT for CEQA review.
 - Study the possibility of implementing a statewide Transportation Demand Management program.
 - CCTA should assist jurisdictions with establishing VMT thresholds.
 - CCTA should assist jurisdictions with aligning General Plans with VMT.
 - Update CCTA standards to remove LOS.
 - Establish Pedestrian Priority Areas and Infill Opportunity Zones to allow for funding prioritization.
- **Housing**
 - Consider establishing an Enhanced Infrastructure Financing Districts (EIFD) to support housing construction.
 - Consider pooling RHNA allocations countywide.
- **Urban Limit Line**
 - Educate the public on the benefits of the Urban Limit Line.
- **Infill and Priority Development Areas (PDA)**
 - Incentivize infill through project funding.
 - Advocate for Priority Production Areas.

- Create a policy to link PDAs and Priority Conservation Areas (PCAs) as a way to help fund PCAs.
- Explore ways to encourage job creation in Contra Costa County.
- Consider establishing a minimum density for infill and PDAs.
- Create talking points about the benefits of PDAs.
- Explore ways to fund infrastructure maintenance.
- Prioritize grant funding for the maintenance and enhancement of bicycle/pedestrian infrastructure within a PDA.
- **Transit and Transit Access**
 - Shift funding for freeways to transit.
 - Shift focus from future technologies to existing bus operations (more buses at a higher frequency).
 - Develop marketing plans to address the decline of transit ridership.
 - Centralize the data of all the transit agencies.
 - Add bicycle and transit planners to CCTA staff.
- **Mega Transportation Projects**
 - Advocate for megaprojects that will benefit Contra Costa County.
 - Support BART core improvements.
- **Pedestrian and Bicycle Backbone Infrastructure**
 - Focus on local walking and biking trips.
 - Assist with creating exemplary bike and pedestrian projects (such as Lincoln Avenue).
 - Fund backbone pedestrian and bicycle infrastructure with VMT mitigation pricing.
 - Reduce the amount of pavement.

SEMINAR 3- SETTING OUR GOALS (September 13, 2018)

Seminar 3, Setting Our Goals, asked “**Given the emerging transportation technologies and regulatory issues discussed at the first two meetings, what metrics should we use to assess new transportation projects, evaluate land use decisions, and cultivate equity?**” Keynote speaker James Corless, CEO of the Sacramento Area Council of Governments, presented on how to set performance measures to get desired outcomes. In response to this question, and to the keynote presentation, the Seminar discussion focused on what metrics should be changed or updated to address a changing transportation system. Recommendations from Seminar 3 include:

- **LOS and VMT**
 - CCTA and local jurisdictions need to account for the impact of congestion on transit reliability.
 - CCTA should establish a baseline for VMT for local jurisdictions to utilize.
 - CCTA should take the lead in educating elected officials and policy makers about the benefits of VMT as a metric.
 - CCTA should lend support to local jurisdictions while they prepare for the transition from LOS to VMT.

- **Climate Change**
 - Create performance measures for electric vehicle charging infrastructure.
 - Establish performance measures to monitor resiliency.
 - Monitor access to parks and schools (both should be within a 10 minute walk).
- **Density/Housing/Open Space Preservation**
 - Include performance measures for land use efficiency in terms of travel distance.
 - Create a jobs/housing land use efficiency metric.
 - Consider a housing proximity to open space metric.
- **Transit**
 - Performance measures need to consider transit access by students, seniors, and people with disabilities.
 - Monitor access to transit including first/last mile access.
- **Safety**
 - Consider a Fatality/Serious Injury (FSI) metric. Forecast FSI if possible.
 - Research whether it is possible to predict travel hazards at particular locations.
 - Embrace Vision Zero.
 - Consider a drunk driving prevention program.
 - Bicycle and pedestrian safety metrics should focus on how safe the bicyclist or pedestrian feels on a particular roadway or path.
- **Economic Development/Return on Investment**
 - Consider a VMT offset to lure jobs.

SEMINAR 4- GROWTH MANAGEMENT (December 13, 2018)

Seminar 4, Growth Management, asked “**How should CCTA’s Growth Management Program and Congestion Management Plan respond to new transportation technologies and regulatory issues?**” Keynote speaker Robert Liberty, Director of the Institute for Sustainable Solutions at Portland State University, talked about best practices in growth management and strategies to increase accessibility. The small group discussion focused on the use of growth management strategies, and how they can help focus transportation resources to improve efficiency and accessibility. Seminar 4 participants provided the following recommendations:

- **Process Improvements**
 - Consider simplifying the process by which jurisdictions adopt and implement MTSOs and Action Plans so they are more straightforward and quicker to implement.
 - CCTA should make the compliance checklist more uniform and have clear deliverables so that jurisdictions always know what is expected of them.
 - CCTA should create standard requirements for the GMP compliance checklist to allow jurisdictions to easily share information with other jurisdictions.
 - CCTA should consider GMP compliance training sessions for City and consultant staff, especially since staff turnover happens so frequently.

- CCTA should make online materials clear and easy to navigate.
 - CCTA should expand automated reporting between each jurisdiction so they can notify others when they are going through their GMP processes (i.e. choosing MTSOs, adopting Action Plans, etc.) instead of just sending completion notices.
 - Establish flexible MTSOs so that they can accommodate any type of future transportation system.
 - Consider getting rid of Action Plans to avoid the need for future EIRs.
 - Update MTSOs to be more multimodal.
- **Rethinking Transportation Investments**
 - CCTA should come up with GMP objectives that mirror regional goals and design metrics to help the local jurisdictions achieve them.
 - CCTA should require jurisdictions to do a cost/benefit analysis for every transportation project to prove the project is worthwhile.
 - **Cooperative Planning**
 - MTSOs should have a better way to link delay indexes to smaller development projects so they are not overshadowed by larger projects.
 - **Growth Management**
 - CCTA should create a fee appeal process.
 - CCTA should not make any changes to the ULL requirements.

SEMINAR 5- DIRECTIONS FOR THE FUTURE (February 14, 2019)

Seminar 5, Directions for the Future, asked, **“How should CCTA’s long-range planning documents address new transportation technologies and the new regulatory environment?”** Keynote Speaker Ellen Greenberg, Deputy Director for Sustainability at Caltrans examined how past planning approaches, technological advances, and other related events have informed current conditions and how we can learn from our past to move forward. Participants then reviewed input from the previous four seminars and the three themes that evolved from the seminars:

- Innovation (ex. CVs/AVs, electrification, alternative fuels and fleet mix, pooling and sharing, MaaS, delivery and goods movement, use of big data, smart cities, and transportation system resiliency).
- SB743 and VMT.
- Broadening of MTSOs (ex. address modes other than SOVs, new transportation technologies, environmental sustainability, climate change, equity, health and economic vitality).

Participants focused their recommendations on how to broaden MTSOs and also on a new theme that emerged in the large group discussion - “How to Implement Change “ - as follows:

- **Broadening MTSOs**
 - MTSOs should focus on programs instead of projects because they could more accurately incentivize people to make change. Focus on programs that will get people to do something different, such as giving money to people for carpooling.
 - Consider creating an MTSO to promote recycling.
 - Berkeley has a program where they incentivize local liquor stores to carry basic food staples such as milk and bread, which can reduce car trips for such items, and increase neighborhood walkability.
 - Establish an MTSO that works to improve placemaking.
 - Many neighborhood zoning districts in Contra Costa County do not allow for any neighborhood commercial. Consider adopting an MTSO that incentivizes zoning code changes to accommodate small neighborhood commercial.
 - Establish a goal or metric to increase the WalkScores/BikeScores within PDAs.
 - Consider using WalkScore/BikeScore in a different way, by assigning a letter grade to the entire transportation system- perhaps this can be called “mode-score.”
 - Consider creating an MTSO that addresses placemaking and creating attractive places that are also very walkable.
 - Consider requiring different Bay Area transit operators to link their services so that the Bay Area transit system becomes more unified.
 - Many people perceive transit to be an unsafe option to travel. Focus on ways to debunk this misconception to get more people to try it.
 - Examine how Proposition 13 (i.e. reduced property tax revenue) acts as a barrier to change.
 - Consider looking at average VMT per sub-region, and creating VMT-based MTSOs that aim to decrease VMT by sub-region.
 - Instead of making MTSOs corridor or roadway-specific, focus on issues that can be measured such as greenhouse gas emission reduction.
 - Consider changing the focus of MTSOs from regional routes of significance to system-wide performance.
 - Consider changing the timeframe of MTSOs so they are more attainable.
 - Since MTSOs are just goals, ensure that jurisdictions are also creating plans that include the needed infrastructure to support those goals.
 - Think about removing MTSOs and SB743 from the GMP and only retaining the Urban Limit Line, TDM, and mitigation measures. Include new goals to construct as much housing as possible to meet regional needs. Then, as housing is being proposed, use technological innovations as mitigation measures that will ensure success.
 - Adopt MTSOs that fine developers who break rules or make transportation systems worse, and use the money to improve the system instead of relying on developers to do mitigation on behalf of the jurisdiction.
 - Be transparent in conveying how fees and taxes fund transportation projects

- **How to Implement Change**
 - Educate the public, create policy changes that they can get behind, and build up a network of advocates who will fight for this change.
 - County Board of Supervisors and City Councilmembers get inspired by hearing that other communities are making changes. Consider a regular update on the actions from other jurisdictions so they get inspired to adopt changes that others are already making.

- Money talks, start focusing on strategies that offer financial incentives to people, such as giving money to carpool and slowly getting people to change their perceptions and behavior through these initiatives.

ITEM 5
NEW TRANSPORTATION EXPENDITURE PLAN (“TEP”)

Contra Costa Transportation Authority **STAFF REPORT**

Meeting Date: May 15, 2019

Subject	Consideration of Development of a New Transportation Expenditure Plan (TEP) and Next Steps
Summary of Issues	<p>At its February 2019 Authority Board meeting, the Authority authorized staff to begin exploring development of a new TEP and conduct public opinion research, propose guiding principles, and prepare a work plan, schedule and cost estimate for development of a new TEP. Staff has conducted public opinion research, developed proposed guiding principles, and prepared a work plan, schedule, and budget for development of a new TEP.</p>
Recommendations	<ol style="list-style-type: none"> 1. Staff seeks direction from the Authority Board to proceed with the development of a new TEP and placement on the March 2020 ballot. 2. Staff seeks authorization for the Chair to execute Amendment No. 3 to Agreement No. 468 with Convey, Inc. (Convey) in the amount of \$700,000 for public and stakeholder outreach, as well as preparation of informational material for a new TEP. 3. Staff seeks authorization for the Chair to execute Amendment No. 4 to Agreement No. 278 with Kittelson and Associates, Inc. (Kittelson) in the amount of \$200,000 to perform traffic analysis and understand the benefits of a new TEP.
Financial Implications	<p>The total budget for developing a new TEP and placement on the March 2020 ballot is estimated to be \$2.95 million. Anticipated costs include consultants to support the development of a new TEP, public outreach, and stakeholder outreach. Estimated fees in the amount of \$1.5 million will be paid to the Registrar of Voters and County Clerk-Recorder to place a new TEP on the March 2020 ballot.</p> <p>Measure C reserves are approximately \$3 million and will be used to fund \$2.6 million of the proposed budget. The remaining \$350,000 of the proposed \$2.95 million budget will be funded by Measure J Transportation Planning funds.</p>

Options	Defer TEP development
Attachments	A. Guiding Principles for Development of a new TEP B. TEP Work Plan
Changes from Committee	N/A

Background

At its February 2019 Authority Board meeting, the Authority authorized staff to begin exploring development of a new TEP and conduct public opinion research, propose guiding principles, and prepare a work plan, schedule and cost estimate for development of a new TEP.

Staff presented the initial public opinion research, proposed guiding principles and work plan at the April 2019 Authority Board meeting. Based on feedback received, the guiding principles and work plan have been finalized for Authority Board consideration and approval.

Guiding Principles for Development of a New Transportation Expenditure Plan (TEP)

An initial step in developing a new TEP is to adopt guiding principles. Development of a new TEP should be guided by principles that build on the Mission, Vision, and Goals, and embrace the values of collaboration between the Authority, its partner agencies, and the public.

Development of a new TEP will require technical, political, public and stakeholder outreach. The guiding principles will help guide the Authority through the regional, stakeholder, public outreach, and TEP development process. In Attachment A, the proposed guiding principles have been updated based on feedback received in April 2019 for consideration by the Authority Board.

Process for Developing a New Transportation Expenditure Plan (TEP)

Authority staff has developed a TEP Work Plan outlining the outreach plan, stakeholder outreach, public outreach, regional outreach and input, TEP development, and a schedule. Developing a new TEP is a process that will require a significant level of regional, stakeholder and public outreach. In Attachment B, an Outreach Plan graphic has been developed to show the general flow of information among the participants involved in the development of a new TEP.

Based on direction received from the Authority Board in April 2019, it is anticipated that a new TEP will be placed on the March 2020 ballot. For the March 2020 ballot, staff estimates that the process of developing a new TEP will take about six months and the Authority will hold Special Authority Board meetings to guide the development and approve a TEP. In Attachment B, the TEP Work Plan outlines the proposed detailed schedule for placing a new TEP on the March 2020 ballot.

To develop a new TEP, Authority staff will review other recently approved measures such as Regional Measure 3 (RM3) and Senate Bill 1 (SB1), new methods for balancing flexibility and accountability, investing for new mobility solutions, planning for emerging technologies, and maximizing funding through leveraging opportunities.

Proposed Budget

The total budget for developing a new TEP and placement on the March 2020 ballot is estimated to be \$2.95 million. Anticipated costs include consultants to support the development of a new TEP, public outreach, and stakeholder outreach. Staff seeks authorization for the Chair to execute Amendment No. 3 to Agreement No. 468 with Convey in the amount of \$700,000 for public and stakeholder outreach, as well as preparation of informational material for a new TEP. A future agreement for a Program and Project Management consultant will be brought to the Authority Board for approval in June 2019, which will include \$400,000 to develop a new TEP. Staff seeks authorization for the Chair to execute Amendment No. 4 to Agreement No. 278 with Kittelson in the amount of \$200,000 to perform traffic analysis and understand the benefits of a new TEP. A budget of \$50,000 will be used from Agreement No. 465 with Placeworks, Inc. to support the traffic analysis of a new TEP. It is estimated that \$100,000 will be needed to perform an economic analysis of a new TEP and a future agreement will be brought to the Authority Board for approval. Estimated fees in the amount of \$1.5 million will be paid to the Registrar of Voters and County Clerk-Recorder to place a new TEP on the March 2020 ballot. The proposed budget is summarized as follows:

	Budget	Total	Funds
Convey (Agreement No. 468)	\$700,000	\$2.6 million	Measure C Reserves
Future Agreement for PPM Consultant	\$400,000		
Registrar of Voters and County Clerk- Recorder	\$1.5 million		
Kittelson (Agreement No. 278)	\$200,000	\$350,000	Measure J Transportation Planning
Placeworks (Agreement No. 465)	\$50,000		
Future Agreement for Economic Analysis	\$100,000		
Total Budget	\$2.95 million		

Public Opinion Research Update

At its March 2019 Authority Board meeting, the Authority directed staff to conduct public opinion research concurrently with the development of a new TEP Work Plan. On behalf of the Authority, EMC Research has completed the public opinion research and will provide an update at the meeting.

Contra Costa Transportation Authority Guiding Principles for Development of a Transportation Expenditure Plan



May 2019

MISSION

To advance transportation, ease congestion, and prepare Contra Costa County for future safe mobility.

VISION

Strive to preserve and enhance the quality of life of local communities with integrated, reliable, and accessible transportation that optimizes the existing transportation system, leverages emerging technologies and provides seamless multimodal choices.

BUILDING A NEW TRANSPORTATION FUTURE

We strive to achieve this vision and fulfill our mission by focusing on the following goals:

- ✓ **Ease traffic congestion**, improve freeway traffic flow, and reduce bottlenecks.
- ✓ **Make public transportation more accessible**, convenient, and affordable for seniors, students, commuters, and the disabled; and provide better mobility options for all.
- ✓ **Optimize the transportation system**, enhance local, regional, and express bus service; improve connections between modes; and leverage technology.
- ✓ **Improve air quality, create jobs, and generate economic benefits**; increase personal quality time and overall quality of life.
- ✓ **Repare local streets, repair potholes, and synchronize signals**; smooth traffic flow, improve neighborhood streets and intersections, and enhance bike and pedestrian connections.

A ROADMAP TO THE FUTURE

The Contra Costa Transportation Authority (Authority) will apply the following principles to meet the goals of a potential new local transportation sales tax measure for Contra Costa County:



Defined Benefits. Use transportation sales tax to achieve defined outcomes and benefits.



Public Participation. Conduct a public outreach program to collect input from stakeholders, residents and the communities throughout Contra Costa County.



Accountability and Transparency. Protect and monitor the public's investment.



Balanced Approach. Balance the needs and benefits for all people and areas of Contra Costa County to provide an equitable and sustainable transportation system.



Maximize Available Funding. Use transportation sales tax to leverage regional, state, and federal funding opportunities and private investments to maximize the amount of overall funds available for transportation projects in Contra Costa County.



Commitment to Technology and Innovation. Continue to incorporate advanced technologies and emerging innovations into the transportation system.



Commitment to Growth Management. Manage growth to sustain Contra Costa’s economy, preserve its environment, and support its communities.

BENEFITS OF FUTURE MOBILITY

Investments will be well defined to achieve the following defined benefits of a potential new local transportation sales tax measure. While specific benefits will be developed upon conducting public opinion research, possible benefits may include:



Improve Pavement Condition. Smoother roads in Contra Costa.



Improve Air Quality. Reduce the number of vehicles on the road and encourage the use of zero emission vehicles.



Mode Share and Increased Transit Trips. Expand safe, convenient and affordable alternatives to the single occupant vehicle.



Improve Transit Efficiency and Accessibility. Provide more frequent, reliable and on-demand transit services.



Improve Mobility. Maximize efficiency of the transportation system by increasing movement of more people and goods through vital congested corridors.



Reduce Travel Times and Improve Travel Time Reliability on Congested Corridors.



Improve Economic Activity and Create Jobs. Transportation sales tax investments could result in direct and indirect economic benefits, including jobs, business expansion and attract new businesses.

Contra Costa Transportation Authority Transportation Expenditure Plan Work Plan

May 2019



Principles for Development of a Transportation Expenditure Plan

The Principles for Development of a Transportation Expenditure Plan (TEP) will guide the preparation of a TEP. The mission, vision, goals, and principles will be identified, as well as potential benefits from the TEP investments.

Deliverables:

- ✓ Draft Document, Final Document.

Key Milestones:

- ✓ Draft Principles were presented to the Contra Costa Transportation Authority (Authority) Board for input at the April 17, 2019 Authority Board meeting.
- ✓ Receive comments, revise and approve Principles for Development of a TEP at the May 15, 2019 Authority Board meeting.



Outreach Plan

The Outreach Plan graphic shows the general flow of information among the participants involved in the development of a TEP.

Deliverables:

- ✓ Outreach Plan graphic.

Key Milestones:

- ✓ Draft Outreach Plan graphic was presented to the Authority Board for input at the April 17, 2019 Authority Board meeting.
- ✓ Receive comments and revise Outreach Plan graphic for the May 15, 2019 Authority Board meeting.



Schedules, Budget, and Funding

- 1 **Schedule** | A schedule has been developed in consideration of the March 2020 election. The schedule includes key dates and milestones for a TEP development process and placing it on the ballot.

- 2 **Budget for TEP Development** | Estimated costs and budget have been developed for consideration of the March 2020 election. The costs include consultant support services and outreach efforts.
- 3 **Budget to place a TEP on Ballot** | Estimated costs and budget have been developed to place a potential TEP on the March 2020 ballot.
- 4 **Funding** | A potential funding source has been identified to support the budget for potential TEP Development and to place a TEP on the March 2020 ballot.

Deliverables:

- ✓ March 2020 election schedule
- ✓ Cost estimate for TEP development
- ✓ Cost estimate for placing a TEP on the ballot
- ✓ Proposal for funding necessary activities

Key Milestones:

- ✓ The schedule for the March 2020 ballot was presented to the Authority Board for input at the April 17, 2019 Authority Board meeting.
- ✓ The schedule, budget, and funding will be presented to the Authority Board for approval at the May 15, 2019 Authority Board meeting.



Public Outreach

- 1 **Community Conversations** | The Authority will use an innovative approach to reach residents and seek input from the public through a variety of methods throughout the County.
- 2 **Public Opinion Research** | The Authority will conduct public opinion research including focus groups and polling.
- 3 **Informational Materials** | Informational materials will be created to educate residents and the public about the proposed TEP.

Deliverables:

- ✓ Public Outreach Plan
- ✓ Public Opinion Research
- ✓ Informational Materials

Key Milestones:

- ✓ A focus group update was presented to the Authority Board at the April 17, 2019 Authority Board Meeting.

- ✓ An update on public opinion research will be presented to the Authority Board at the May 15, 2019 Authority Board Meeting.



Stakeholder Outreach

The Authority will reach out to key stakeholder groups and key elected officials to schedule meetings and not form an Expenditure Plan Advisory Committee.

- 1 **Key Stakeholder Groups** | Authority Board members, staff and other designated individuals will reach out early in a TEP development process to groups representing various interests.
- 2 **Key Elected Officials** | Authority Board members, staff and other designated individuals will reach out throughout a TEP development process to key elected officials to provide updates for the development of a proposed TEP.

Deliverables:

- ✓ Stakeholder Toolkits (including overview of Work Plan and schedule, informational materials, etc.).

Key Milestones:

- ✓ Initial Stakeholder Toolkit with work plan and schedule to be available after the May 15, 2019 Authority Board meeting, and updated throughout the TEP development process.



Regional Input

- 1 **Public Managers Association (PMA) and Contra Costa Engineers Advisory Committee (CCEAC)** | Authority staff will provide updates on TEP development and seek input from the PMA (and CCEAC through the PMA) through regularly scheduled monthly PMA meetings.
- 2 **County** | Authority staff will coordinate outreach, seek input and provide updates on TEP development to the County Board of Supervisors and County staff, including presentations as requested at scheduled Board of Supervisors meetings.
- 3 **Cities/Towns** | Authority staff will coordinate outreach, seek input and provide updates on TEP development to the Cities/Towns in Contra Costa County including presentations as needed at City/Town Council meetings.
- 4 **Regional Transportation Planning Committees (RTPCs)** | Authority staff will coordinate outreach, seek input and provide updates on TEP development to the RTPCs at scheduled Technical Advisory Committees (TACs) and Board meetings. When possible, the outreach will be coordinated with the Authority's effort to seek input on the Regional Transportation Plan (RTP) development.

RTPC Review/Comment on subsequent Draft TEPs | Authority staff will make presentations and solicit input from RTPC TACs and Boards throughout a TEP development process.

- 5 Transit Operators** | Authority staff will coordinate outreach, seek input and provide updates on TEP development to transit operators through Authority Standing Committees (such as the Bus Transit Coordinating Committee).

Deliverables:

- ✓ As needed Presentations.

Key Milestones:

- ✓ Initial Presentations and materials to be developed and presented for regional input after the Authority Board approves an initial Draft TEP.



TEP Development

- 1 Authority Board, Staff and Designated Individuals** | If the Authority Board approves the TEP Guiding Principles and Work Plan at the May 2019 Authority Board meeting, Authority staff and other designated individuals will begin development of an initial draft of a TEP. The Authority will hold Special Authority Board meetings to guide the development and approve a TEP. An initial draft TEP will be presented to the Authority Board for consideration and input. After input is received on the initial draft TEP, Authority staff and other designated individuals will seek regional input into the draft TEP through outreach efforts including presentations to Cities/Towns, County, RTPCs, PMA, Transit Operators and Stakeholders. A final TEP will be presented to the Authority Board at a special meeting in August 2019 for consideration and approval.
- 2 Consultant Assistance** | Consultant resources will be used to support Authority staff efforts for development of a TEP, schedules and budget; informational materials, technical support for projects and programs costs and schedules, presentations, and administrative tasks.
- 3 Updates to Transportation Needs and Funding Outlook** | The Authority will update the 2016 TEP and prepare an initial draft TEP based on unfunded transportation needs, focus group and survey data received in April/May 2019, and anticipated funding amounts of recently approved transportation funding programs such as Senate Bill 1 (SB1), Regional Measure 3 (RM3), etc.

TEP Strategies | Authority staff will review other recently approved TEPs, new methods for balancing flexibility and accountability, investing for new mobility solutions, planning for emerging technologies, and maximizing funding leverage opportunities. Staff may present information regarding strategies to developing a TEP, such as:

- ✓ Programmatic funding categories of project and program investments (i.e. transit, return to source)
 - ✓ Performance-based and incentive-based funding programs
 - ✓ Emerging mobility and technologies
 - ✓ Intelligent transportation systems
- 4 **Final TEP** | Authority staff will update a draft TEP based on Authority Board, regional and stakeholder input. A final TEP will be presented to the Authority Board for consideration and approval at a special meeting in August 2019.
 - 5 **Update Revenue Forecast** | Authority staff will update revenue forecasts for various scenarios of a possible new sales tax measure.
 - 6 **Update Costs/Schedules for Current and Future Projects/Programs** | Authority staff and project sponsors will update costs and schedules for projects and programs to be considered for inclusion in a TEP. When possible, this task will be coordinated with the RTP Call for Projects currently underway.

Deliverables:

- ✓ Authority staff report on Transportation Needs and Funding Outlook (may be consolidated with other staff report topics).
- ✓ Authority staff report on TEP Strategies for consideration (may be consolidated with other staff report topics).
- ✓ Draft and final TEP.
- ✓ Revenue forecasts for various scenarios.
- ✓ Updated projects and programs costs and schedules.

Key Milestones:

- ✓ Draft Work Plan was presented to the Authority Board for input at the April 17, 2019 Authority Board meeting.
- ✓ Final Work Plan will be presented to the Authority Board for approval at the May 15, 2019 Authority Board meeting.
- ✓ Initial draft TEP will be presented to the Authority Board for consideration and input at the June 19, 2019 Authority Board meeting.
- ✓ The final TEP will be presented to the Authority Board for approval at a special meeting of the Authority Board in August 2019.



March 2020 Ballot Election Schedule Authority Board Actions

- April 17, 2019** Provide input on Guiding Principles and Work Plan.
- May 15, 2019** Approve Guiding Principles, development of a TEP, Work Plan and funding.
- June 19, 2019** Approve circulation of initial and subsequent draft TEP for review and comment.
- August 2019** Adoption of proposed TEP, approve circulation to Cities/Towns and County for approval - SPECIAL AUTHORITY BOARD MEETING in August 2019.
- Oct. 30, 2019** Approve TEP, authorization to put Measure on ballot - SPECIAL AUTHORITY BOARD MEETING on October 30, 2019.

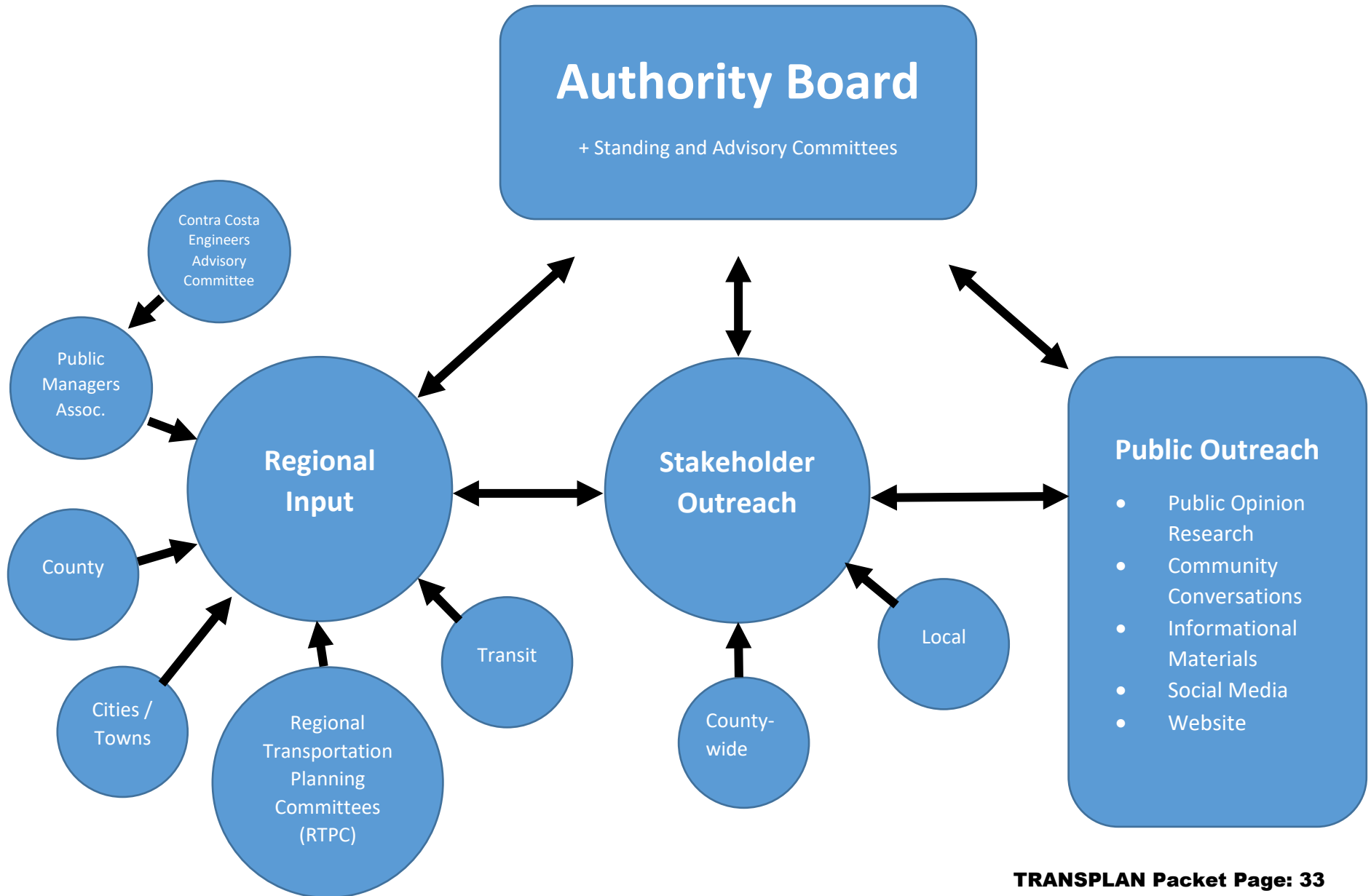
Other Agency Actions

- Sep. – Oct. 2019** **City/Town and County Consider Proposed TEP** | Cities and Towns with majority population and the County Board of Supervisors must approve the TEP.
- Nov. 19, 2019** **County Board of Supervisors Considers County Ordinance to Place a TEP on Ballot** | County Board of Supervisors would consider and adopt potential County Ordinance to consolidate special election on Authority Tax measure for the March 2020 election.
- December 6, 2019** **Registrar of Voters** | If approved by Cities/Towns and Counties, consolidate election, place Measure on Ballot.

Attachments

- ✓ Outreach Plan graphic

Development of a Transportation Expenditure Plan (TEP)





Contra Costa County Voter Survey Conducted for Contra Costa Transportation Authority

Executive Summary

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Presented to CCTA Board – May 15, 2019

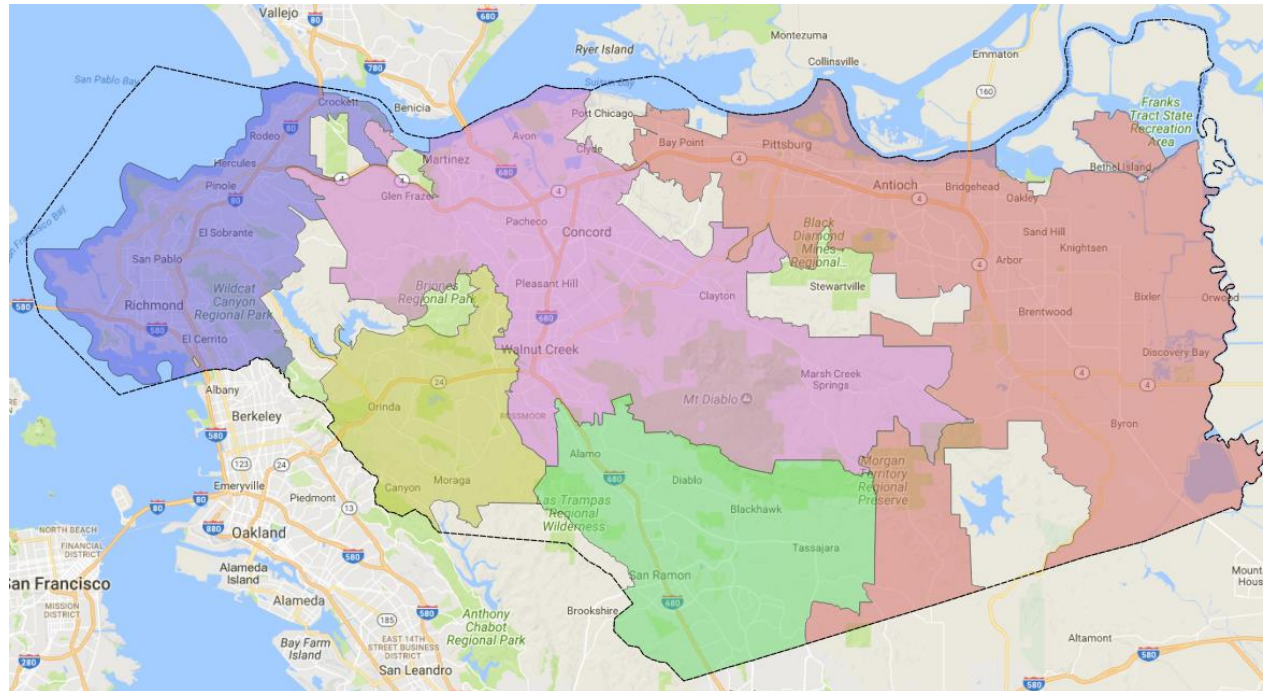


- ▶ Hybrid email-to-web and live telephone survey of likely March 2020 voters
- ▶ Survey conducted May 1-9, 2019
- ▶ 1,333 interviews; effective overall margin of error ± 3.2 percentage points
- ▶ Split sample methodology used to test two different styles of ballot questions, both for the same rate, term, and revenue raised:
 - Sample A; Traditional ballot question, similar to format of Measure X: 678 interviews; effective MoE ± 4.6 percentage points
 - Sample B; Outcomes-focused ballot question, with more emphasis on potential outcomes: 655 interviews; effective MoE ± 4.4 percentage points
 - Samples balanced to control for demographic and attitudinal differences
- ▶ Where applicable, results compared with past research in the county
- ▶ Weighted to reflect overall countywide likely March 2020 voter population on key demographics

Please note that due to rounding, some percentages may not add up to exactly 100%.

Region

Region	Number of Interviews	Margin of Error (+/-)	Weighted % of Population
Central	309	5.6	32%
East	295	5.7	23%
Lamorinda	244	6.3	9%
San Ramon Valley	211	6.7	15%
West	274	5.9	21%



- Central
- East
- Lamorinda
- San Ramon Valley
- West
- Contra Costa County Border

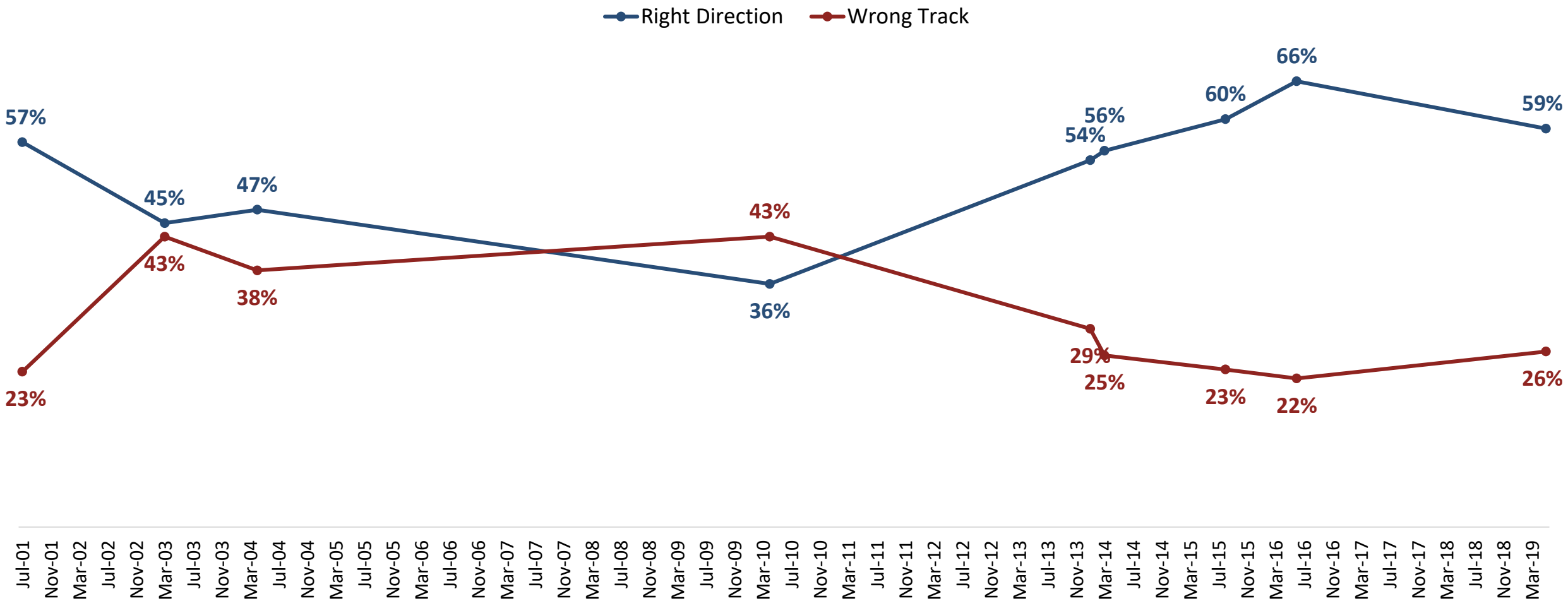
Key Findings

- ▶ Awareness of the need for local transportation funding remains high, even with concerns about housing on the rise.
- ▶ A potential half cent sales tax measure for transportation improvements in Contra Costa County is supported by nearly two-thirds of likely voters.
 - Congestion reduction and improvements to public transit, including BART, are the elements that generate the most interest.
 - Support is highest in West County and Lamorinda, and lowest in the San Ramon Valley.
- ▶ Voters have some concern that transportation tax revenues do not always benefit them; strong accountability that requires expenditures show real benefits is a very attractive component.
- ▶ An outcomes-focused measure fares better than a traditional project/program oriented format once additional information is presented that emphasizes the project and program elements.
 - The outcomes-oriented model is also more resistant to opposition messaging.

Contra Costa County: Right Direction/Wrong Track



While most voters still feel optimistic about the direction of the County, optimism has declined some since 2016.

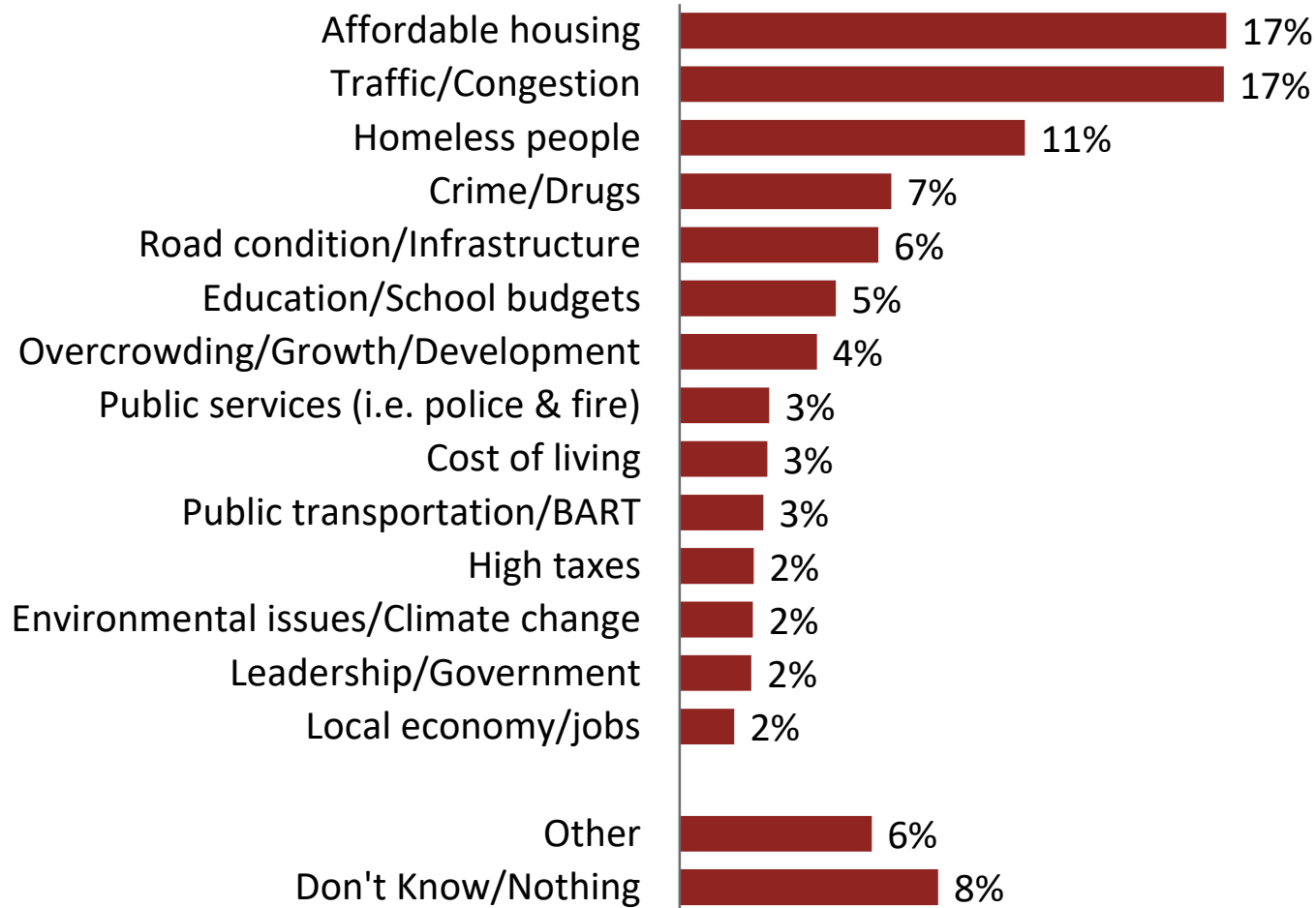


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Q4. Do you feel that things in Contra Costa County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Contra Costa County: Most Important Problem

Concerns about housing affordability and homelessness are growing, but traffic and roads are still top of mind.

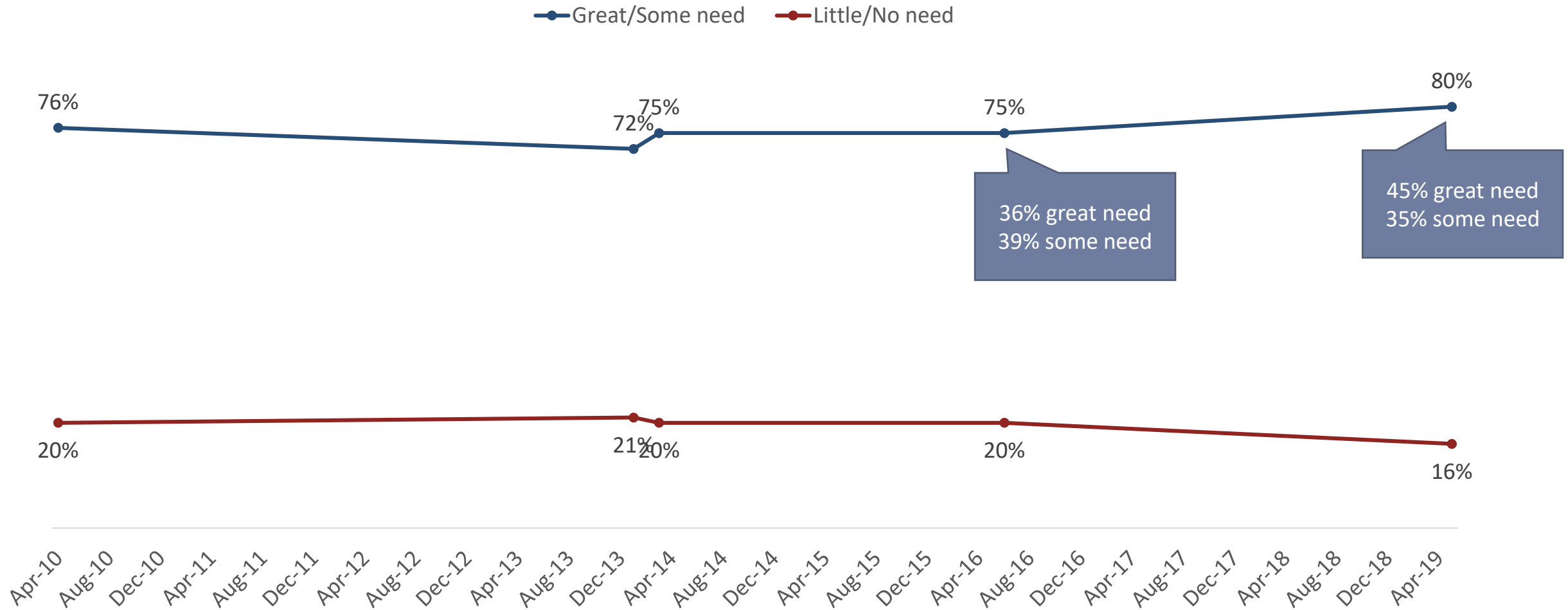


September 2015:

Traffic/transportation	16%
Water	12%
Crime/safety	11%
Education/schools	8%
Road conditions	6%
Overpopulation/development	5%
Housing availability/affordability	5%
Government spending	4%
Homelessness	4%

Need for Transportation Funding

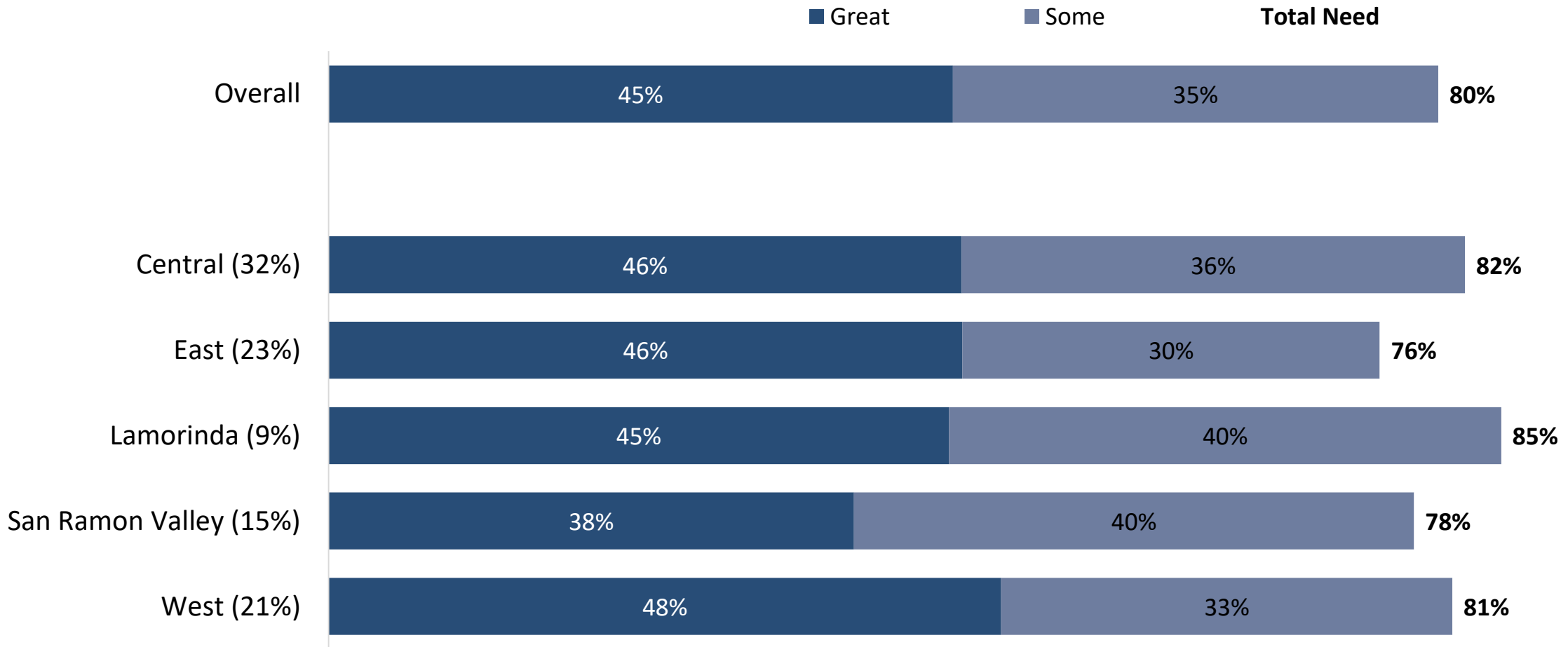
Perceived need for transportation funding has risen since 2016, and intensity is growing.



Q6. Thinking about the roads, highways, BART, buses, ferries, bike paths, and sidewalks in Contra Costa County, that is, the entire county transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Need for Transportation Funding by Region

Perception of need for funding is pervasive across the county, though intensity is lowest in the San Ramon Valley.

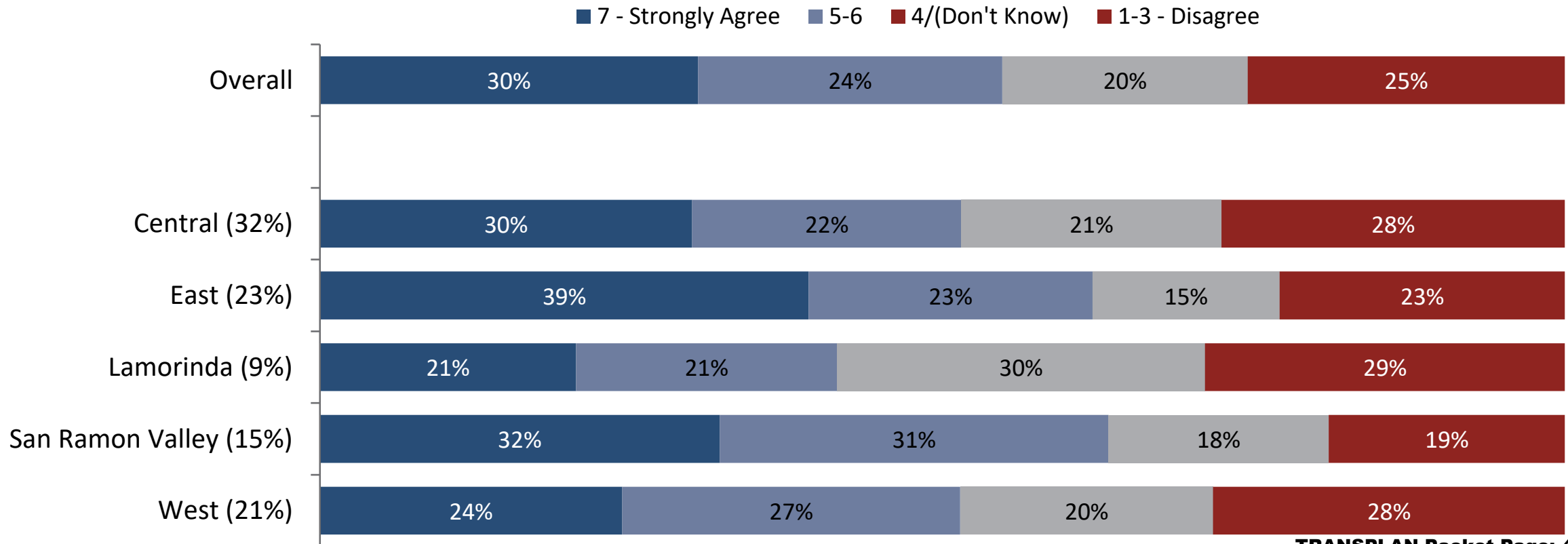


Q6. Thinking about the roads, highways, BART, buses, ferries, bike paths, and sidewalks in Contra Costa County, that is, the entire county transportation network, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding?

Perception of Tax Waste By Region

Voters in East County and the San Ramon Valley are the most likely to feel transportation tax dollars are spent on things that don't benefit them.

Most of the taxes I currently pay for local transportation improvements are wasted on things that don't benefit people like me.



Initial Vote: Traditional Ballot Question

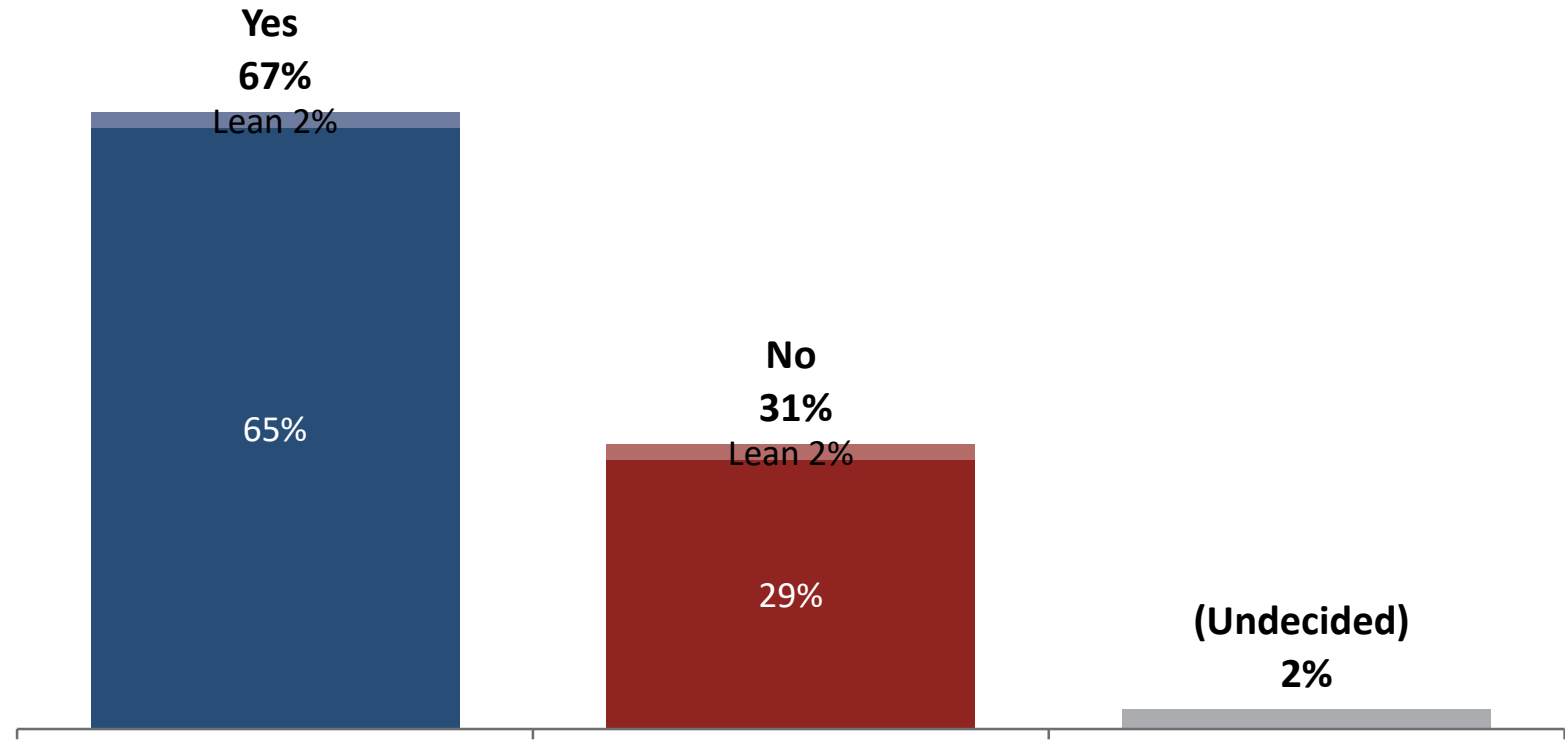
A potential half cent sales tax measure for transportation that lists out the projects and programs that would be funded is supported by nearly two-thirds of the county's voters.

n=678

To implement a 30-Year Transportation Improvement Plan to:

- Reduce congestion on Highways 680, 80, 24, and 4;
- Improve BART safety, cleanliness, and access;
- Enhance ferry/bus transit, including for seniors, veterans, people with disabilities, students;
- Improve bicycle/pedestrian safety;
- Improve air quality;
- Fix potholes;

shall the ordinance levying a 1/2 cent sales tax, providing an estimated \$97 million for transportation annually that the state cannot take, requiring funds directly benefit Contra Costa County residents/commuters be adopted?



Initial Vote: Outcomes-Focused Ballot Question

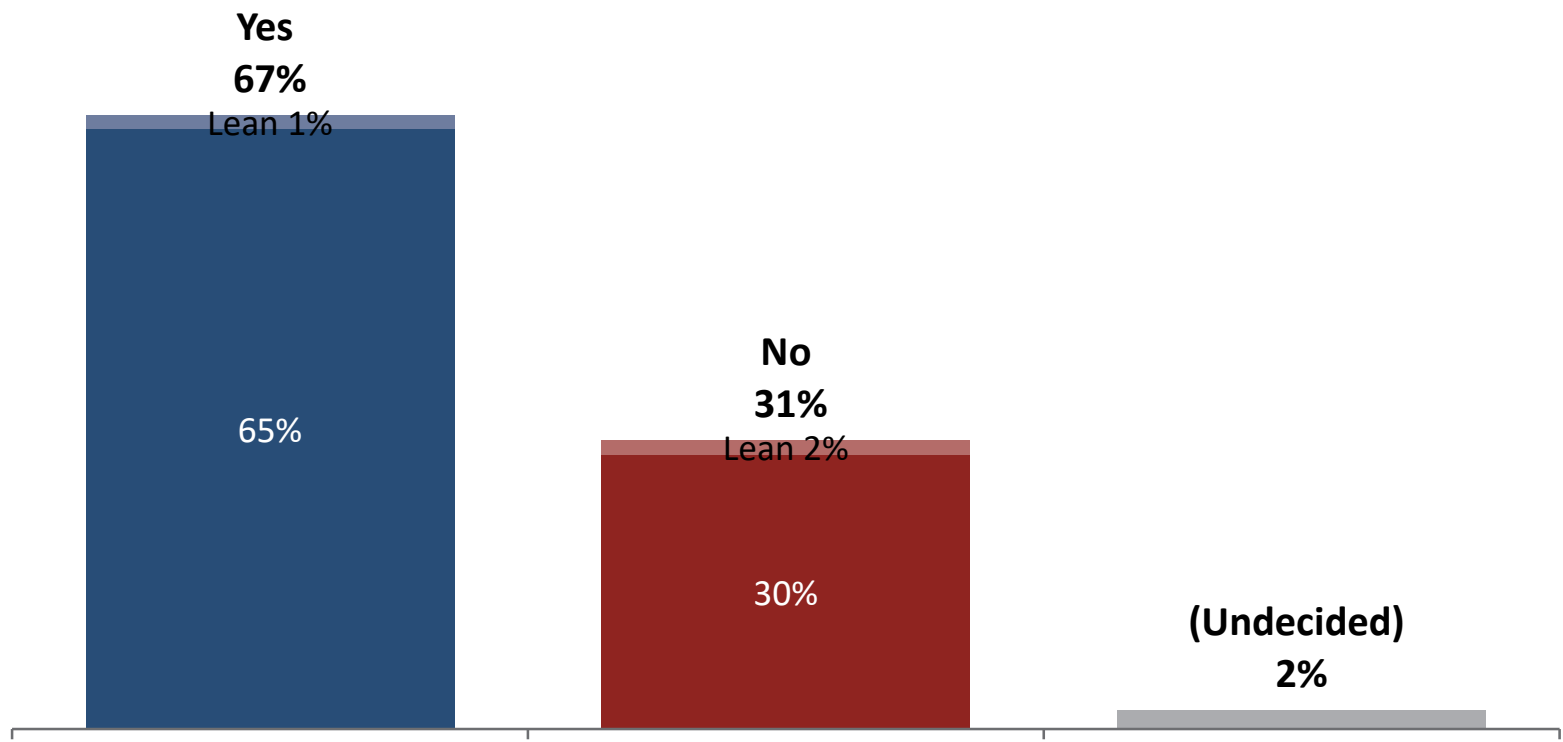
A potential half cent sales tax measure that focuses more on the outcomes is also supported by nearly two-thirds of voters.

n=655

To:

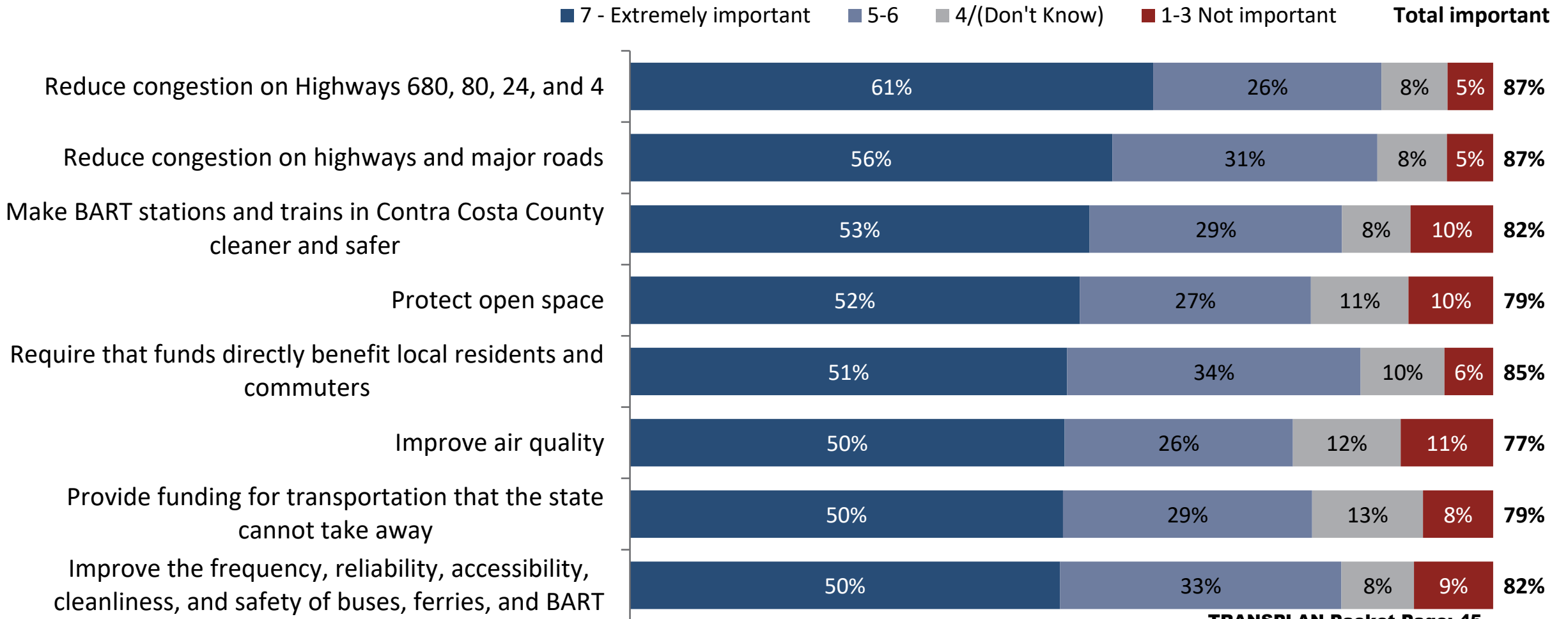
- Reduce congestion on highways and major roads;
- Make commutes faster and more predictable;
- Improve the frequency, reliability, accessibility, cleanliness, and safety of buses, ferries, and BART;
- Make biking/walking safer;
- Improve air quality;
- Fix potholes;

shall the ordinance implementing a 30-Year Transportation Improvement Plan, levying a 1/2 cent sales tax, providing an estimated \$97 million for transportation annually that the state cannot take, requiring funds directly benefit Contra Costa County residents/commuters be adopted?



Top Potential Measure Elements

Top-tier elements include congestion reduction, BART and other transit improvements, and environmental protections. Requiring funds directly benefit local residents and commuters is a key feature.

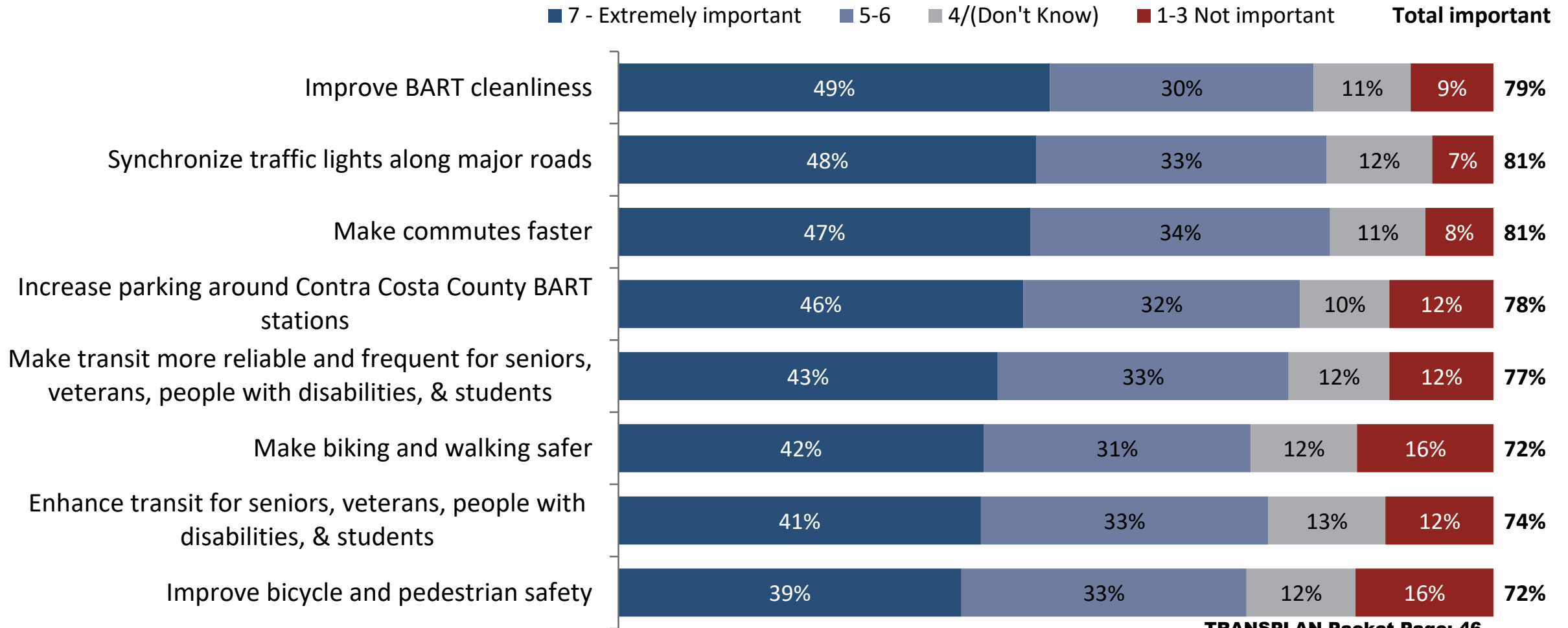


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Q19-43. Next, I'd like to read you some items that may be included in this measure. After each one, please rate how important it is to you that it is included in the measure, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Potential Measure Elements (cont.)

BART parking, better transit for seniors, veterans, people with disabilities, and students, and bike/ped improvements also hold appeal.

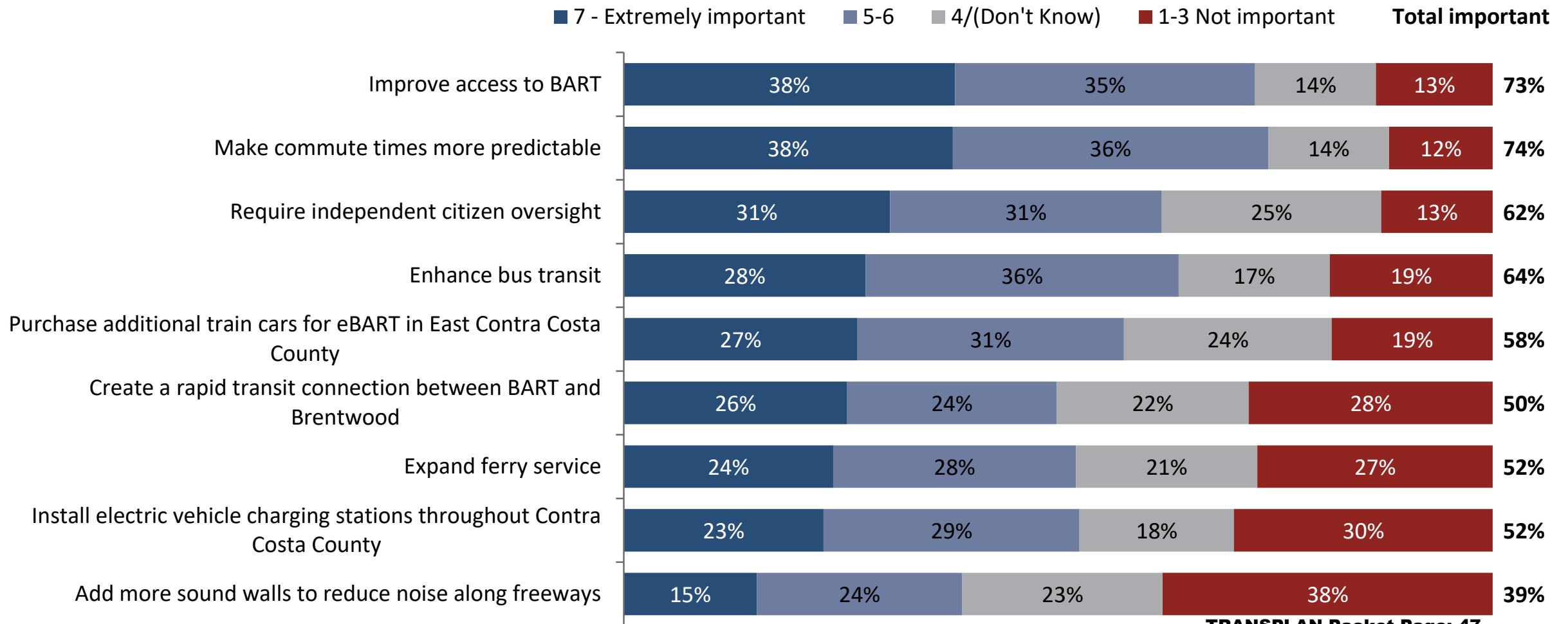


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Q19-43. Next, I'd like to read you some items that may be included in this measure. After each one, please rate how important it is to you that it is included in the measure, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Potential Measure Elements (cont.)

Some other elements have a narrower audience.



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Q19-43. Next, I'd like to read you some items that may be included in this measure. After each one, please rate how important it is to you that it is included in the measure, using a scale of 1 to 7, where 1 means not at all important, and 7 means extremely important.

Top % Important by Region

Central

Reduce congestion on Highways 680, 80, 24, and 4	90%
Reduce congestion on highways and major roads	87%
Require that funds directly benefit local residents and commuters	87%
Make BART stations and trains in Contra Costa County cleaner and safer	85%
Improve the frequency, reliability, accessibility, cleanliness, and safety of buses, ferries, and BART	84%

Lamorinda

Improve the frequency, reliability, accessibility, cleanliness, and safety of buses, ferries, and BART	87%
Reduce congestion on highways and major roads	85%
Reduce congestion on Highways 680, 80, 24, and 4	84%
Improve BART cleanliness	83%
Make BART stations and trains in Contra Costa County cleaner and safer	81%
Increase parking around Contra Costa County BART stations	81%

East

Require that funds directly benefit local residents and commuters	89%
Reduce congestion on highways and major roads	88%
Reduce congestion on Highways 680, 80, 24, and 4	87%
Make commutes faster	85%
Make BART stations and trains in Contra Costa County cleaner and safer	82%
Synchronize traffic lights along major roads	82%

San Ramon Valley

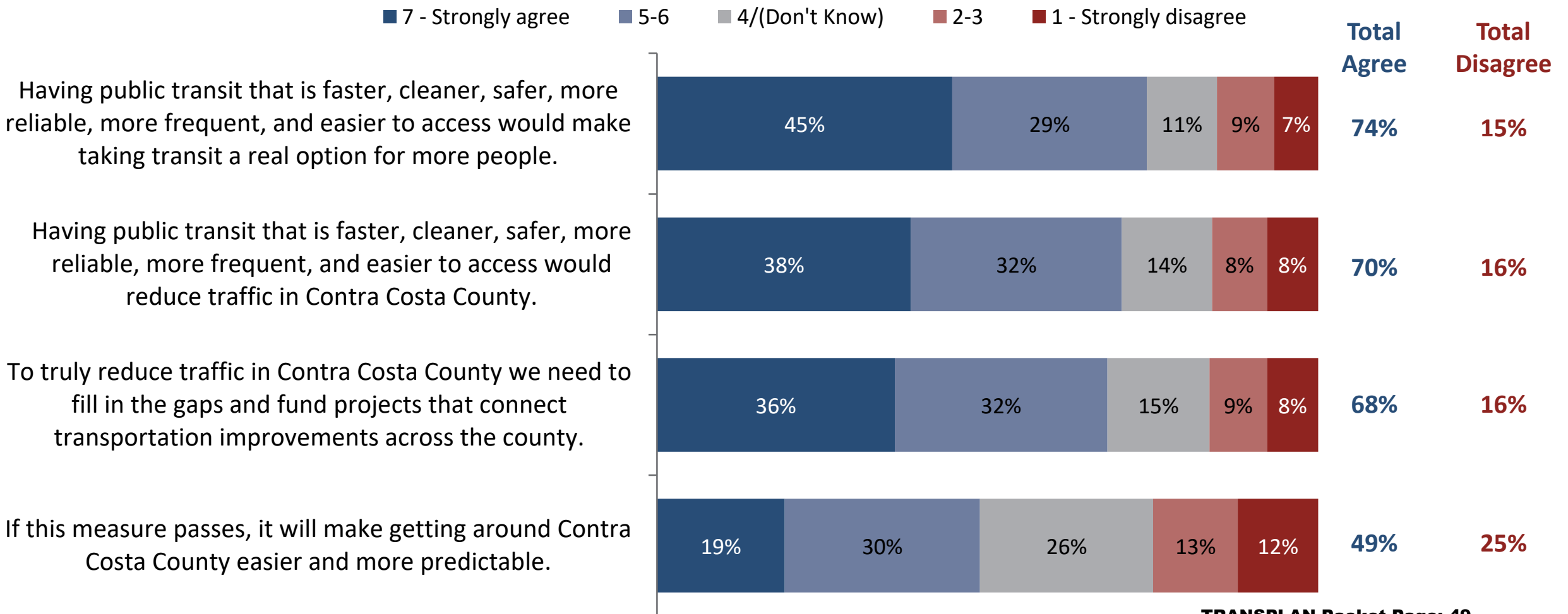
Reduce congestion on Highways 680, 80, 24, and 4	90%
Reduce congestion on highways and major roads	87%
Increase parking around Contra Costa County BART stations	83%
Make commutes faster	82%
Make BART stations and trains in Contra Costa County cleaner and safer	81%
Require that funds directly benefit local residents and commuters	81%

West

Reduce congestion on highways and major roads	84%
Improve the frequency, reliability, accessibility, cleanliness, and safety of buses, ferries, and BART	83%
Improve air quality	83%
Reduce congestion on Highways 680, 80, 24, and 4	82%
Make commutes faster	82%
Require that funds directly benefit local residents and commuters	82%

Attitudes Toward Potential Measure Outcomes

Strong majorities agree improving transit would make it a more viable option and reduce traffic; voters are less convinced the measure will make getting around easier.



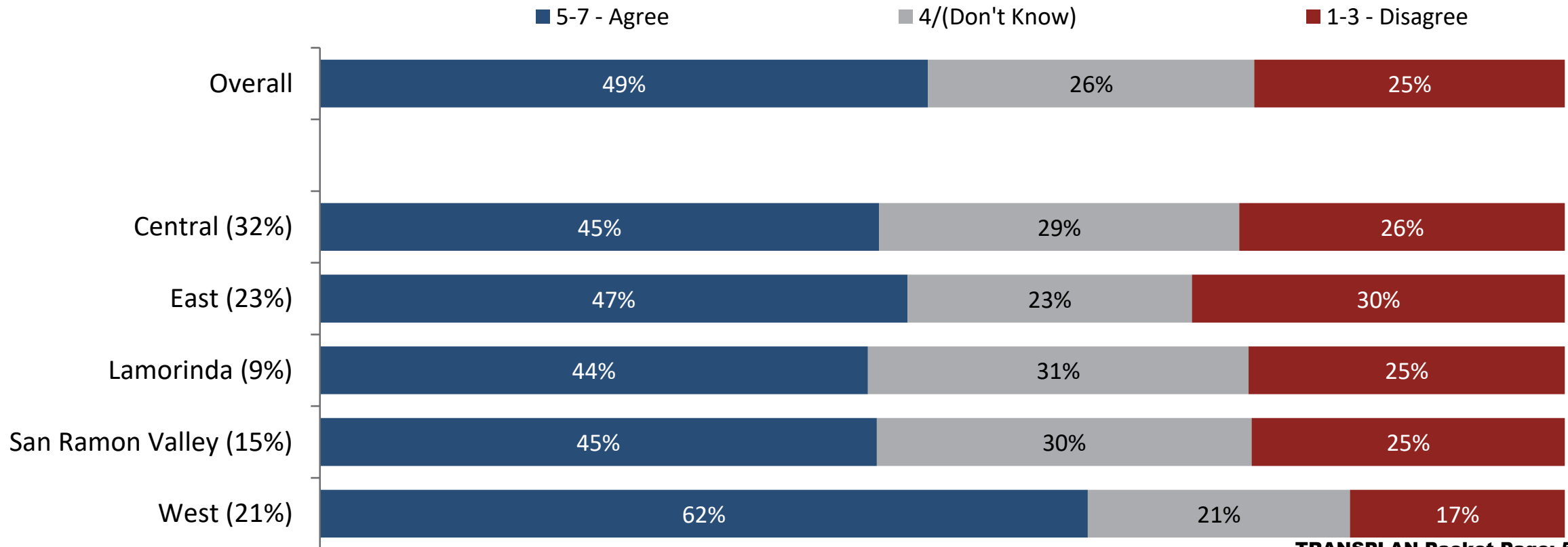
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Q9-17. Next, I'm going to read you some statements. Please rate how much you agree with them on a scale of 1 to 7, where 1 means you strongly disagree, and 7 means you strongly agree.

Measure Impact by Region

Voters in West County are the most likely to believe the measure will make getting around easier.

If this measure passes, it will make getting around Contra Costa County easier and more predictable.



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Q11. Next, I'm going to read you some statements. Please rate how much you agree with them on a scale of 1 to 7, where 1 means you strongly disagree, and 7 means you strongly agree.

Transportation Improvement Funding Forced Choice

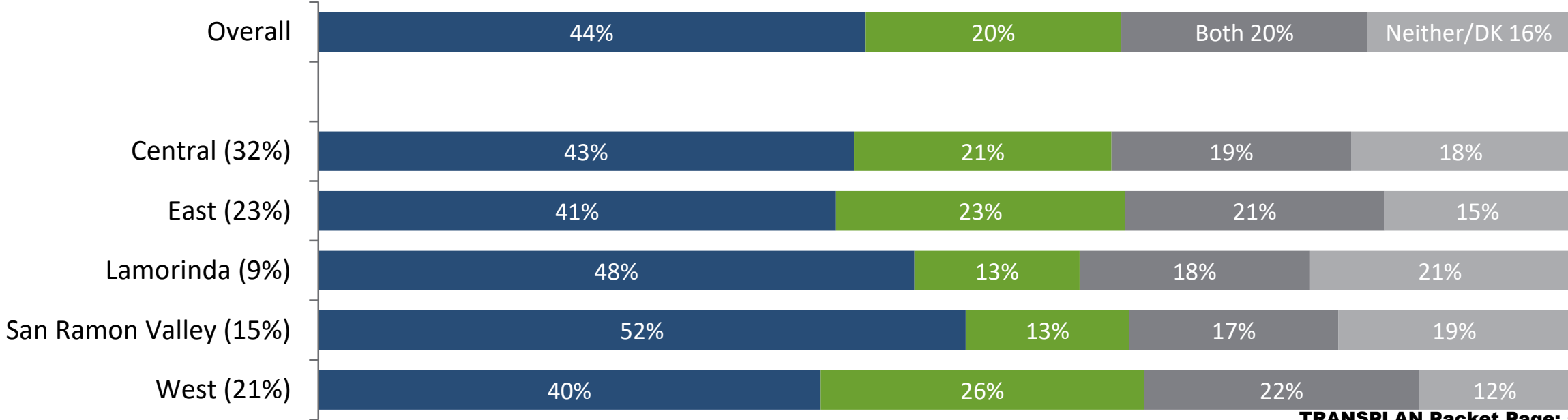


A plurality prioritize funding a smaller number of major projects in the most congested parts of the County over making minor improvements all over.

Thinking about a measure to improve transportation in Contra Costa County, is it more important to fund...

A smaller number of major improvements focused on the most congested parts of the County

A larger number of minor improvements in communities all over the County



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Q18. Thinking about a measure to improve transportation in Contra Costa County, is it more important to fund...

Top Measure Information

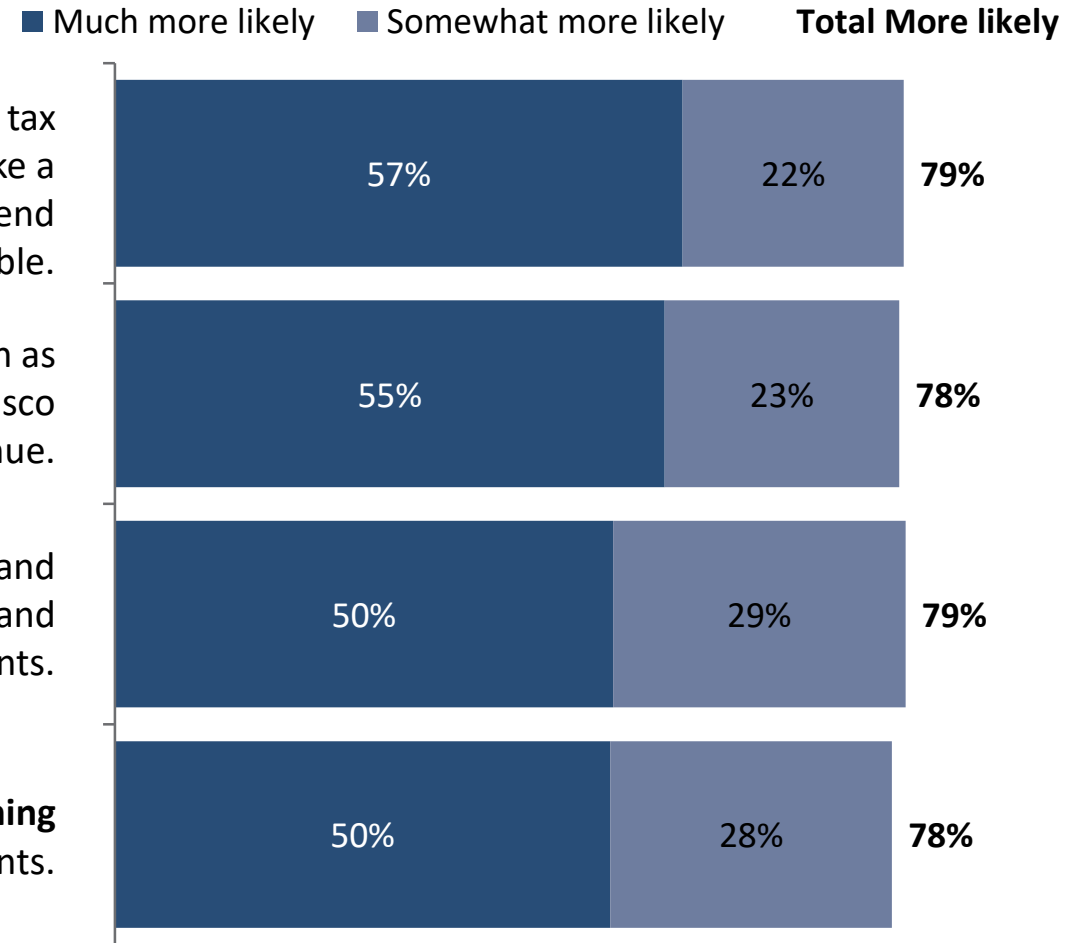
Voters like the idea of an accountability mechanism that requires funds go to things that impact congestion.

This measure will make our elected officials **accountable** for how they spend our tax money by requiring proof that anything that is funded with the revenue will make a real impact on congestion in Contra Costa County. They will not be allowed to spend any money on things that don't make our commutes faster and more predictable.

This measure will focus improvements in areas with the **worst bottlenecks**, such as Highways 680, 80, 24, and 4, as well as Ygnacio Valley Road, Kirker Pass Road, Vasco Road, San Pablo Dam Road, and Central Avenue.

This measure uses **technology** that makes getting around faster, easier, safer, and more reliable, like synchronized traffic lights to keep traffic moving, on-demand shuttles to BART, and smart freeway signs to steer drivers around accidents.

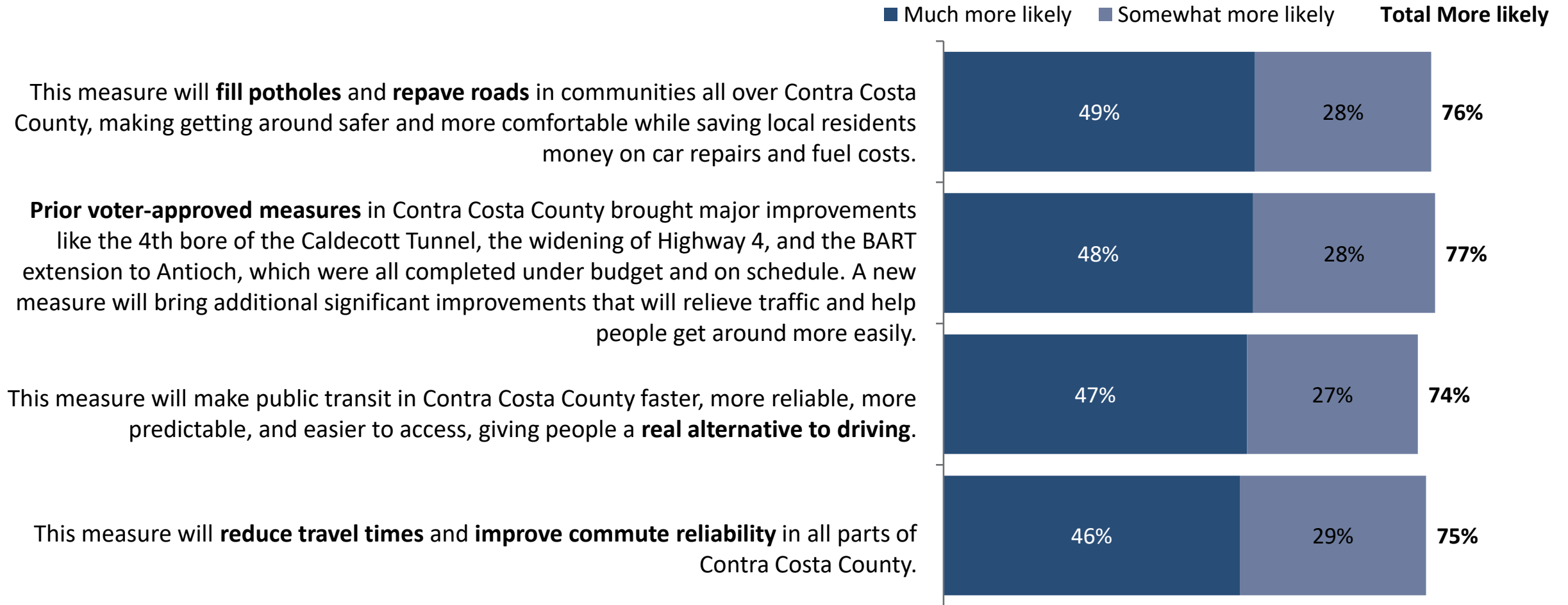
This measure allows Contra Costa County to qualify for state and federal **matching funds**, providing more money for badly-needed local transportation improvements.



Q44-58. Next, I'd like to read you some things people might say about the about the Contra Costa County Transportation Improvement Plan. After you hear each statement, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the measure, or if it makes no difference.

Measure Information (cont.)

Other information themes are also compelling, but with less intensity.



Q44-58. Next, I'd like to read you some things people might say about the about the Contra Costa County Transportation Improvement Plan. After you hear each statement, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the measure, or if it makes no difference.

Measure Information (cont.)

Focusing on BART or bus improvements are appealing to a narrower segment of voters.

■ Much more likely ■ Somewhat more likely **Total More likely**

This measure will make **significant improvements to BART** in Contra Costa County by increasing safety and cleanliness at local stations and on trains, helping expand BART in East County, and increasing access to BART stations with things like additional nearby parking, improved bike and scooter shares, on-demand shuttles, and discounted Uber and Lyft rides.



This measure **protects open space** by imposing severe penalties on jurisdictions if they approve housing beyond a voter approved boundary line.



This measure will help to **address climate change** and **improve air quality** by reducing the number of cars on the road, encouraging the use of zero-emission vehicles, and installing a network of electric vehicle charging stations.



This measure addresses **the next 30 years** of transportation planning in Contra Costa County by investing in things that will help with today’s problems while providing the flexibility needed to take advantage of future innovations.



This measure will **make bus travel faster and more reliable** by creating lanes on major roads and freeways that allow buses to bypass slow or stopped traffic, something that already works in other parts of the country.



Q44-58. Next, I'd like to read you some things people might say about the about the Contra Costa County Transportation Improvement Plan. After you hear each statement, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the measure, or if it makes no difference.

Measure Information: Split Sample

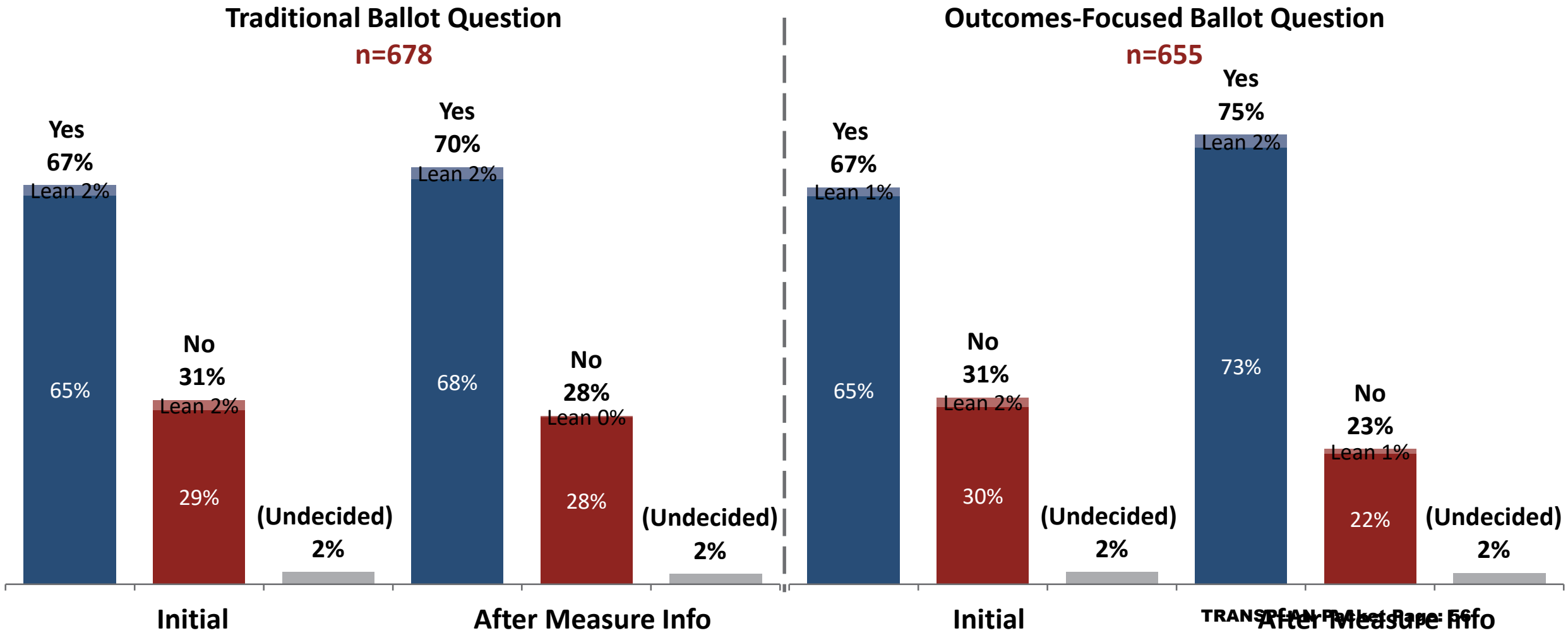
Filling in information about projects and programs is more compelling to those who heard the outcomes model than filling in information about outcomes is to those who heard about projects and programs first.

Population	Initial vote	Additional information given	Much more likely to support	Somewhat more likely to support	Total more likely to support
Sample A: Traditional Measure (n=678)	67% yes	This measure will reduce congestion on highways and major roads; make commutes faster and more predictable; improve the frequency, reliability, accessibility, cleanliness, and safety of buses, ferries, and BART; make biking and walking safer; improve air quality; and fix potholes.	48%	28%	76%
Sample B: Outcomes-Focused Measure (n=655)	67% yes	This measure will reduce congestion on Highways 680, 80, 24, and 4; improve BART safety, cleanliness, and access; enhance ferry and bus transit, including for seniors, veterans, people with disabilities, and students; improve bicycle and pedestrian safety; improve air quality; and fix potholes.	58%	22%	81%

Q44-58. Next, I'd like to read you some things people might say about the about the Contra Costa County Transportation Improvement Plan. After you hear each statement, please tell me if it makes you much more likely, somewhat more likely, somewhat less likely, or much less likely to support the measure, or if it makes no difference.

After Measure Information

Following more information about the potential measure, the outcomes-focused question sees a larger increase in support.



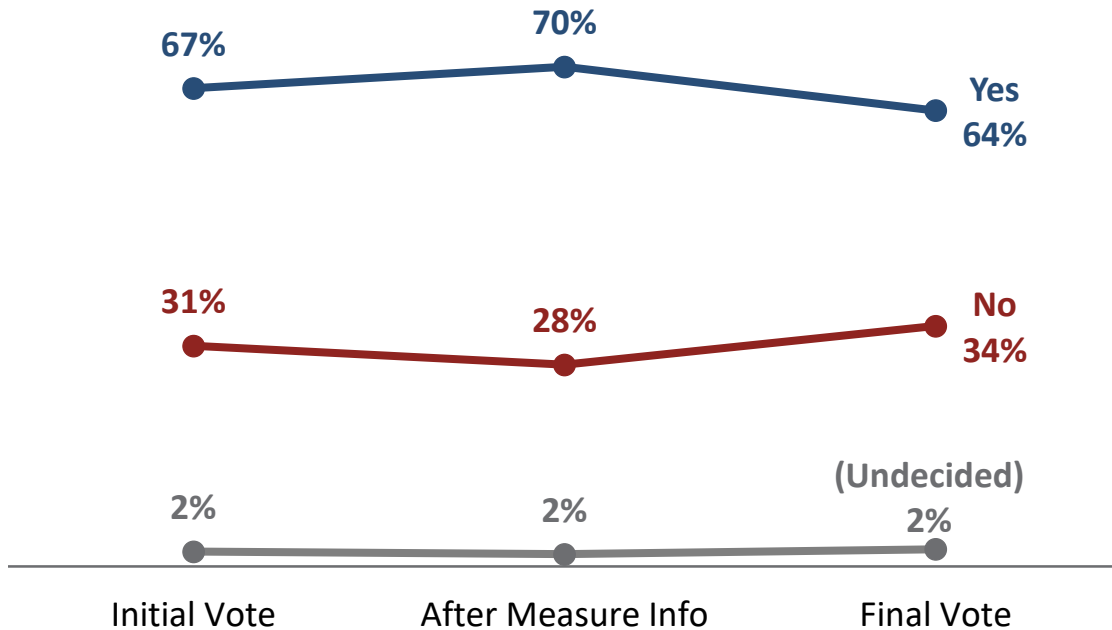
Final Vote

Hearing a strongly-worded rebuttal has a similar impact on support for both potential measures.

There are people who say that we just can't afford another tax in this area when so many families are already struggling to stay in their homes. We keep passing measures to make traffic and transit better, like the gas taxes and bridge tolls, but everything just keeps getting worse. It's time to stop throwing money at wasteful government agencies. Our transportation system is too badly broken and mismanaged, and no amount of taxpayer dollars can keep up with our growing population and make any real difference in our traffic and transit problems.

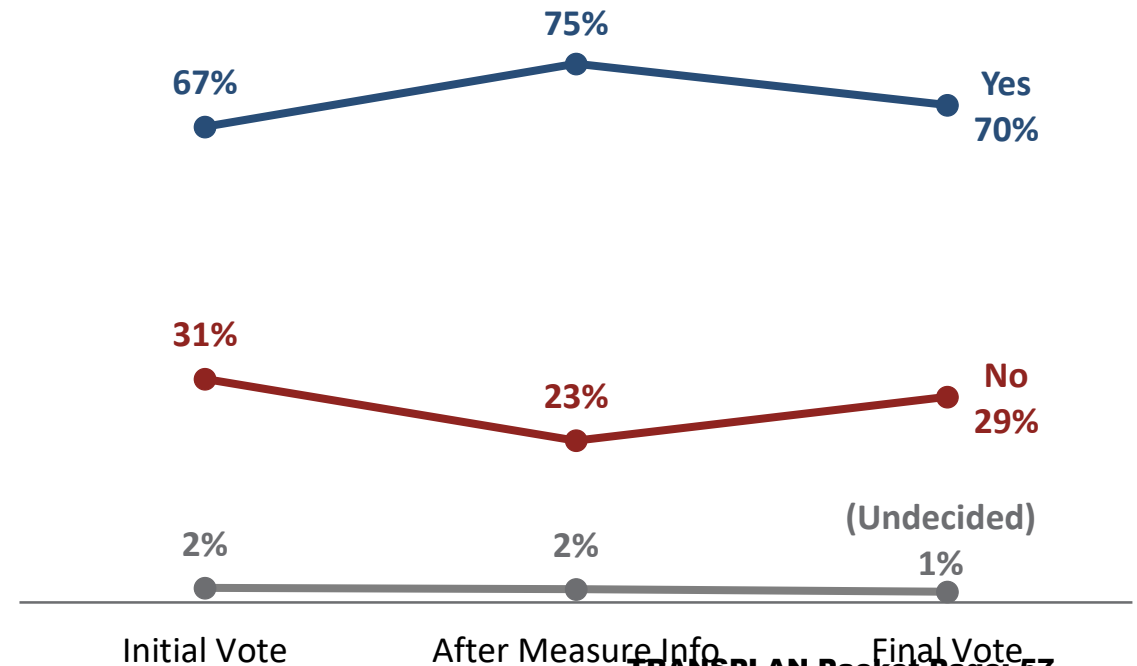
Traditional Ballot Question

n=678



Outcomes-Focused Ballot Question

n=655

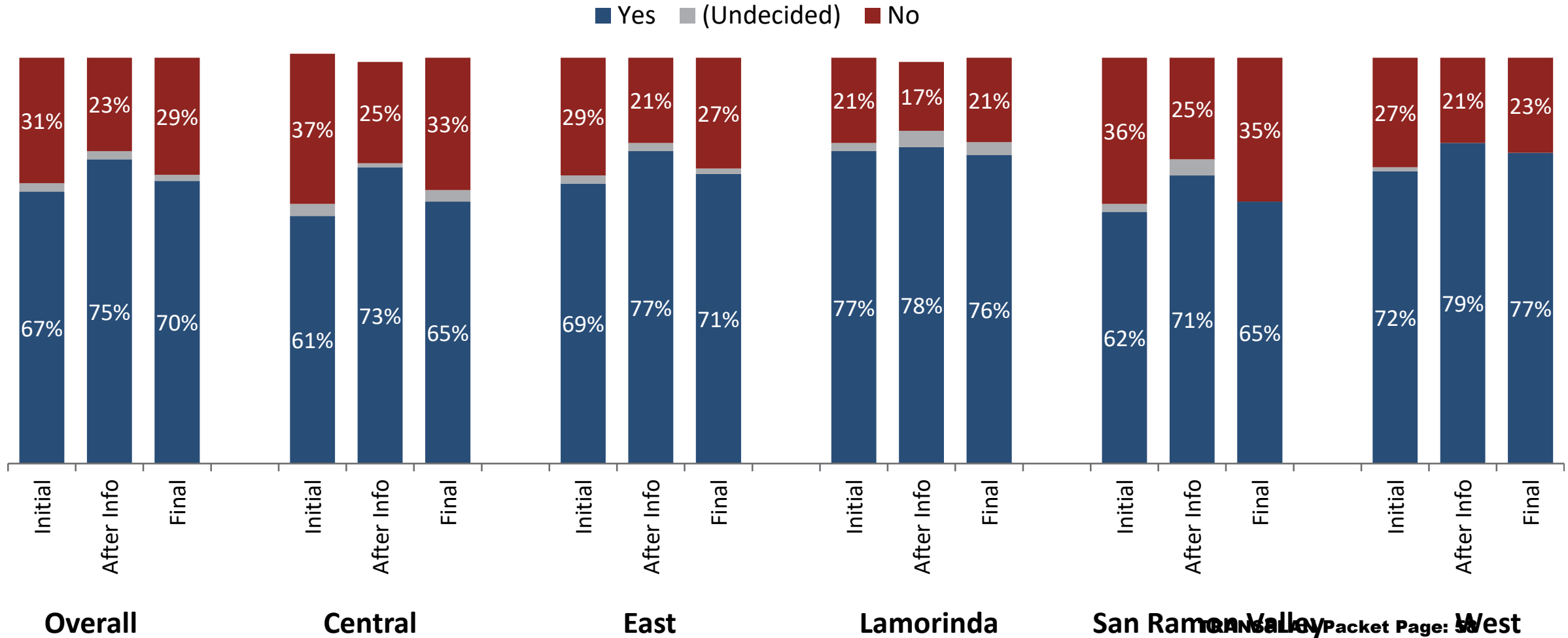


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Q62. Now, given everything you've heard, would you vote yes to approve or no to reject the Contra Costa County Transportation Improvement Plan?

Final Potential Vote by Region: Outcomes

An outcomes-focused question is more resilient to opposition in all regions of the county.



Conclusions

- ▶ There is significant demand for congestion relief and public transit improvements for Contra Costa County.
- ▶ Likely March 2020 voters are receptive to a potential half cent local transportation sales tax measure to fund those outcomes.
- ▶ Strong and specific accountability provisions that require funds benefit Contra Costa County residents and commuters may help voters overcome concerns about increasing taxes.
- ▶ A robust communications effort will be needed to create the right environment to be successful.



Sara LaBatt

sara@EMCresearch.com

510.550.8924

Sianna Ziegler

sianna@EMCresearch.com

206.204.8045

Jonathan Lee

jonathanl@EMCresearch.com

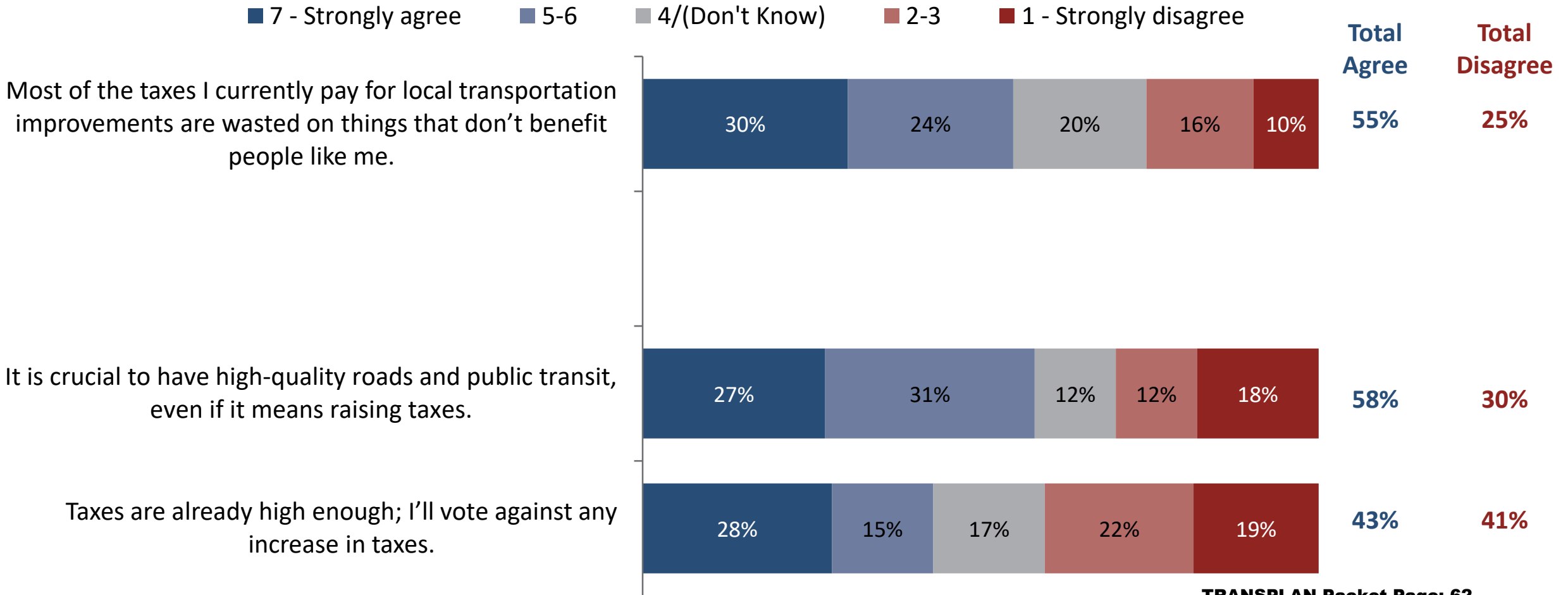
510.550.8921



Appendix

Tax Attitudes

There is some concern that local transportation funding gets wasted; a majority feel high-quality roads and transit may be worth increasing taxes.

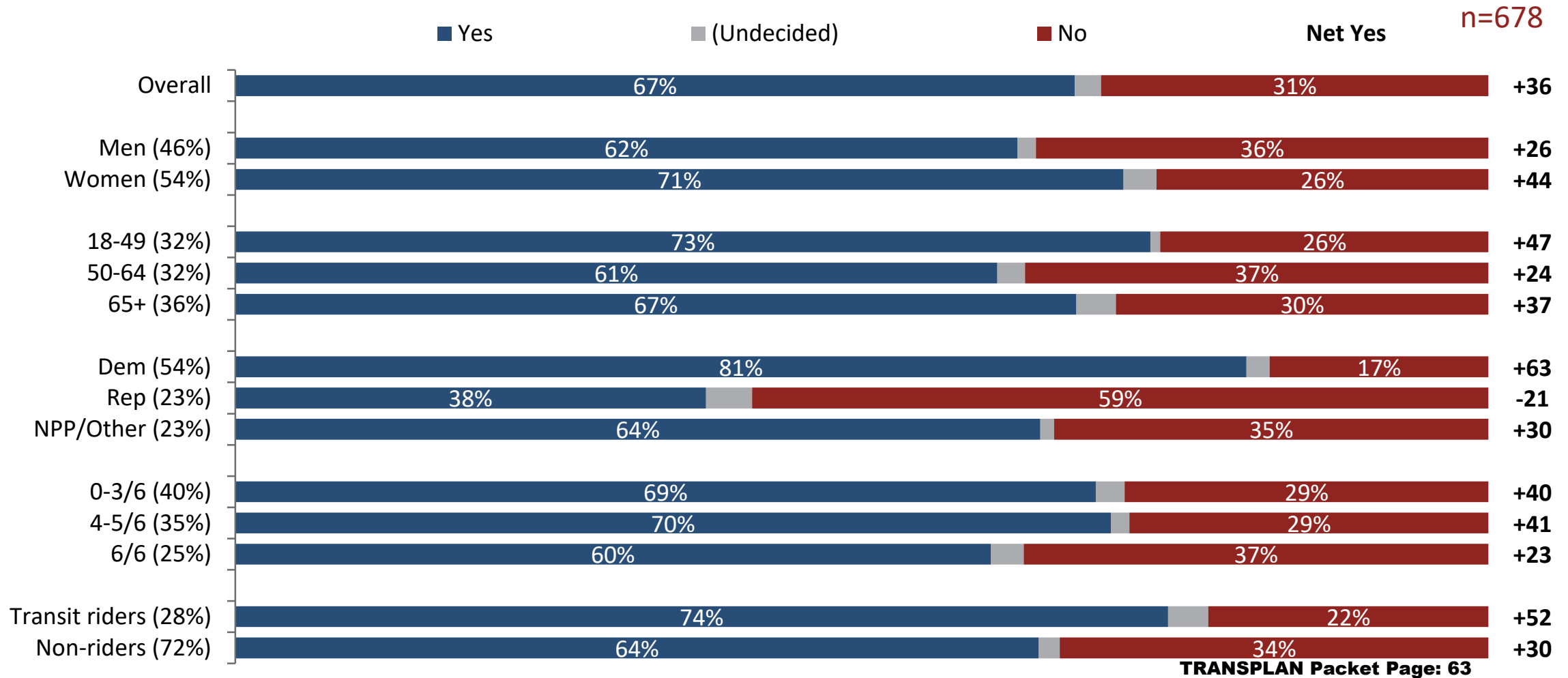


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Q9-17. Next, I'm going to read you some statements. Please rate how much you agree with them on a scale of 1 to 7, where 1 means you strongly disagree, and 7 means you strongly agree.

Initial Vote: Traditional Ballot Question by Demos

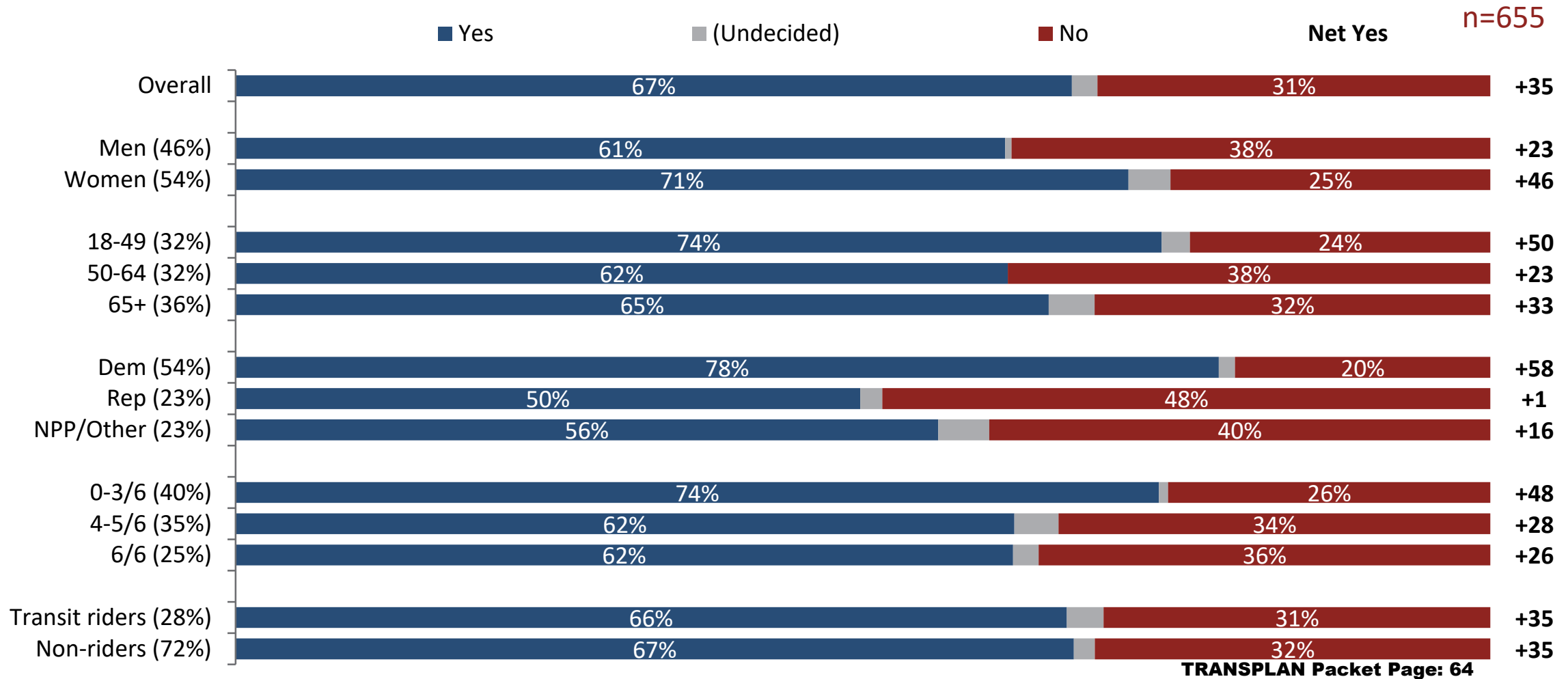
Democrats and young voters are very supportive of a potential sales tax measure.



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Initial Vote: Outcomes-Focused Ballot Question by Demos

Republicans are slightly more supportive of an outcomes-focused ballot question.



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Final Potential Vote by Region: Traditional

A traditional model measure shows some vulnerability to opposition across the county.

