

## *"Measure D - Progress as Promised?"*

### SUMMARY

In 1989 the voters of Santa Barbara County passed Measure D, which authorized a one-half cent increase in the sales tax to be devoted to transportation improvements. Because Measure D is scheduled to sunset in March 2010, a vote to reauthorize the transportation sales tax is planned to be placed on the ballot in November 2006. State law requires at least a two-thirds majority vote to approve such tax measures.

The Grand Jury studied the results of Measure D and has concluded that the accomplishments under Measure D justify the continuation of a transportation sales tax. All construction projects in the original Measure D Expenditure Plan have been completed on or ahead of schedule with the exception of the Highway 101 widening project, which was canceled in 1993 as a result of public opposition. The 70% allocation of Measure D revenues to local agencies for road maintenance and improvements, bikeways and transit services has resulted in tangible benefits to the citizens of the County, including a significant improvement in road pavement condition.

Looking forward to the vote to renew a transportation sales tax in Santa Barbara County, the Grand Jury takes no position on the debate about the allocation between highways and alternative forms of transportation and among the cities and County. Sunsetting of Measure D without a replacement, however, will serve none of the constituencies conducting this debate.

### **Santa Maria Public Works**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax. '

**City Response:** The recommendation has not yet been implemented, but will be implemented when SBCAG starts to educate the public on the value of Measure D. It is particularly important that voters have factual information about how Measure D funds are currently expended and how they will be expended if the November 2006 Measure O renewal ballot measure is approved. Therefore, at its May 18, 2006 meeting, the SBCAG board authorized the use of up to \$145,000 to carry out a public information program to raise the awareness of voters about the results and benefits of Measure D.

**Recommendation 2:** Provide additional detail in the annual programs of projects for Goleta, Santa Barbara and Santa Maria to make their plans clear and to provide a basis for the annual audits.

**City Response:** The recommendation has not yet been implemented but will be implemented in the next program of projects designation as the City intends to improve defining the expenditures of Measure O dollars associated with maintenance by citing the allocations anticipated to projects such as concrete repair, chip seal and street overlay.

### **Carpinteria-city**

**Recommendation 1, page 19:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Response:** The City of Carpinteria concurs with this Recommendation.

The City incorporates various methods to publicize the use of Measure D funds. Presently, specifications for projects funded by Measure D require that the contractor post specially made Measure D logo signage at strategic locations within the limits of the project to emphasize that Measure D funded the improvements. See attached photograph for the City's latest Rubberized Asphalt Overlay project on Linden Avenue from Eighth Street to Carpinteria Avenue.

The fact that all City Council meetings are televised, assists in providing a public awareness of projects awarded for design and construction contracts using Measure D funds.

Another method to provide public awareness is the City Manager's Quarterly News Letter, enclosed in the Coastal View News paper, which includes articles and pictures of projects using Measure D funds.

To further support Recommendation 1 and raise public awareness about the use of Measure D funds, the City will publicize upcoming and ongoing projects on the City's web site, televised event scroll, and the Government Access Channel 18. This includes scheduling of Measure D projects for street maintenance, storm drain improvements; the annual curb, gutter and sidewalk repair project; planting/trimming of street trees; and emphasize the use of Measure D funds to subsidize the local transit operations for the popular Electric Shuttle service, Easy Lift and HELP.

### *Santa Barbara Public Works*

**recommendation 1:** Publicize the results of Measure D to date to raise awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Response:** The City of Santa Barbara (City) will continue to hold an annual public hearing wherein the major projects and efforts of the past year and an outline of future projects affecting City residents will be discussed. In addition, the City Engineering staff will continue to provide quarterly capital project updates during regular public meetings of the City Council. As part of this presentation, completed Measure D capital projects will be discussed in detail.

City Engineering staff will explore other opportunities to publicize Measure D efforts on City Television Channel 18 by way of frequent spots or feature stories and local speaking engagements by Engineering staff involved in Measure D.

**Recommendation 2:** Provide additional detail in the annual programs of projects for Goleta, Santa Barbara, and Santa Maria to make their plans clear and provide a basis for annual audits.

**Response:** The City of Santa Barbara will add a detailed project listing to future annual reports as recommended. It is noted that, although there is a summary of projects in the annual programs attached to the Council report, the text of the report contains more detail on the program effort. This will be highlighted in future annual program reports.

The City wishes to clarify Finding 1 of the Grand Jury Report in regard to Highway 101. Funding for the Highway 101 widening project first proposed in the early 1990s and subsequently cancelled due to public opposition, remains available. In lieu of the widening project, operational improvements are currently being designed for the Highway 101 corridor. The City continues to support 101 in Motion to address regional transportation needs.

### *County Pub Works*

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Public Works Response:** The Public Works Department will implement this recommendation by November 7, 2006. The SBCAG Board authorized an expenditure for a Measure D public information program in May in which the County Public Works Department will be participating. Program elements will include factual brochures, newspaper inserts, government access video and a standardized power point presentation which focuses on the success of Measure D.

## **SBCAG RESPONSE**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**SBCAG's Response:** SBCAG agrees with this recommendation. It is particularly important that county voters have factual information about how Measure D funds are currently expended and how they will be expended if the November 2006 Measure D renewal ballot measure is approved. At its May 18, 2006 meeting the SBCAG board authorized the use of up to \$145,000 to carry out a public information program. Primary elements of the program include:

Development of a brochure explaining Measure D and facts about the projects proposed to be funded through the renewal expenditure plan. The brochure would be distributed by mail to all registered voter households in the county and provided as a hand out at presentations to stakeholder groups.

\* Development of a newspaper insert with a similar content to be placed in local newspapers.

\* Production of a 30 minute video with similar content to be aired periodically on local government access cable TV stations.

\* Development of Power Point presentation to be used in presentations to various stakeholder groups.

To ensure that the public information program is factual, impartial and complies with state laws prohibiting use of public agency resources for ballot measure advocacy, all materials will be reviewed by County Counsel and a representative SBCAG board member prior to being released. In addition, SBCAG has held a special workshop meeting and provided written guidance from County Counsel to local agency staff and governing board members on allowable use of public agency resources for public information programs.

**Recommendation 3:** Require that the annual program of projects for each jurisdiction specify in sufficient detail what will be accomplished with its Measure D funds.

**SBCAG agrees** with this recommendation. SBCAG will require beginning with fiscal year 07/08 that all local agencies including the three named in the report, Goleta, Santa Maria and Santa Barbara submit to SBCAG for adoption programs which provide the public with more detail on intended Measure D expenditures.

Additionally, the SBCAG board will be adopting a Measure D renewal ordinance at its June 15, 2006 meeting. The ordinance maintains the requirement that local agencies annually adopt a program of projects following a public hearing. The ordinance includes new provisions requiring the cities and the County to provide more specificity in its program of projects. Specifically, Section 17(A)(1) of the draft ordinance states in part:

The program of projects shall include information about each of the projects to be funded with revenues made available under Section 13(A) with sufficient detail including project location, scope, schedule, cost and funding sources to ensure that the program can be easily understood by members of the public. Projects involving work at various locations that are substantially similar or work that is minor in scope may be grouped together in the program as a single project. The program of projects shall also include a detailed description of local jurisdiction expenditures of local program funds from the previous fiscal year.

## **SB County Public Works**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

### **Public Works Response:**

The Public Works Department will implement this recommendation by November 7, 2006. The SBCAG Board authorized an expenditure for a Measure D public information program in May in which the County Public Works Department will be participating. Program elements will include factual brochures, newspaper inserts, government access video and a standardized power point presentation which focuses on the success of Measure D.

## Solvang

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Response:** See the response to Finding 5 for activities that the City of Solvang has done to publicize the results of Measure D. The City of Solvang will continue to utilize all of those measures to publicize Measure-D.

Measure D renewal is proposed to be on the November 2006 ballot. Existing case ruling for *Stanson v Mott* 17 Cal 3d 206 precludes the City of Solvang from actively campaigning for its renewal. We are only allowed to provide factual information. Based upon City Council direction, the City plans to provide an educational brochure to each Solvang household about both the accomplishments of Measure D to date as well as what benefits Measure D renewal would provide residents of Solvang.

## Guadalupe Public Works

1. **PROJECT COMPLETION:** Projects range from construction & maintenance of roadways to the purchase of a new Guadalupe Flyer using Measure D funds. Citizen awareness creates an understanding of the importance of reauthorizing Measure D. These funds improve the quality of life in many ways to our community with road improvement and bus service between here and Santa Maria as well as, the shuttle service helping with transit needs within the city limits. The city is proactive in getting the word out to the public by using the press and placards to advertise the Measure D source of funding.
2. **DETAIL PROJECTS - CERTAIN JURISDICTIONS:** Planning for projects requires a clear understanding of the entire project. Project details may be helpful as long as their remains limited flexibility in planning. Overly detailed planning defeats the purpose and may prevent necessary changes that become obvious with the passage of time.
3. **DETAIL PROJECTS - ALL JURISDICTIONS:** The city of Guadalupe follows a detailed program of projects. With the number of road miles in our small city, it is part of our normal planning to detail the projects. The focus has been road maintenance but planning for circulation improvements in light of the new developments within our community as well as nearby developments outside the community factors in up and coming new construction.

**CONCLUSION:** It is important to inform the public on Measure D. The report was informative in its overview of local, regional and transit programs. The City respects the Grand Jury's recommendations and we hope this response demonstrates our desire to keep the best interest of the public in mind always. Please accept our sincere thanks and appreciation.

## **CITY OF SANTA BARBARA**

**Recommendation 1:** Publicize the results of Measure D to date to raise awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Response:** The City of Santa Barbara (City) will continue to hold an annual public hearing wherein the major projects and efforts of the past year and an outline of future projects affecting City residents will be discussed. In addition, the City Engineering staff will continue to provide quarterly capital project updates during regular public meetings of the City Council. As part of this presentation, completed Measure D capital projects will be discussed in detail.

City Engineering staff will explore other opportunities to publicize Measure D efforts on City Television Channel 18 by way of frequent spots or feature stories and local speaking engagements by Engineering staff involved in Measure D.

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**Response:** The City of Santa Barbara will add a detailed project listing to future annual reports as recommended. It is noted that, although there is a summary of projects in the annual programs attached to the Council report, the text of the report contains more detail on the program effort. This will be highlighted in future annual program reports.

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## **Goleta**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax. The City of Goleta agrees with this recommendation. As stated in Finding 5 above, the City will continue to enhance its Measure D public awareness campaign via public notices, direct mailers, door hangers, quarterly newsletters, the City web site, construction signage, and other appropriate measures as required.

**Recommendation 2:** Provide additional detail in the annual programs of projects for Goleta, Santa Barbara and Santa Maria to make their plans clear and to provide a basis for the annual audits. The City of Goleta agrees with this recommendation. As stated in Finding 4 above, the City of Goleta will provide additional detail in its annual program of projects for Measure D expenditures programmed for pavement rehabilitation and will work with SBCAG to standardize this information.

## **City of Buellton**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Response to Recommendation 1:** The City of Buellton agrees that the results of Measure D to date should be publicized to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**LOMPOC PUBLIC WORKS**

**Recommendation 1:** Publicize the results of Measure D to date to raise the awareness of voters and enable them to make an informed decision about reauthorizing the transportation sales tax.

**Public Works Department of Lompoc Response:** The Public Works Department of Lompoc agrees with this recommendation. It is particularly important that County voters have factual information about how Measure D funds are currently expended and how they will be expended if the November 2006 Measure D renewal ballot measure is approved. We understand that SBCAG will carry out a public information program that includes:

Development of a brochure explaining Measure D and facts about the projects proposed to be funded through the renewal expenditure plan. The brochure would be distributed by mail to all registered voter households in the county and provided as a hand out at presentations to stakeholder groups.

Development of a newspaper insert with a similar content to be placed in local newspapers.

Production of a 30-minute video with similar content to be aired periodically on local government access cable TV stations.

Development of Power Point presentations to be used in presentations to various stakeholder groups. The Public Works Department of Lompoc will cooperate fully with SBCAG in development of the public information program. The City of Lompoc will have the SBCAG Power Point presentation on Measure D presented at a City Council Meeting.