

# **Update on 2022 Transportation Sales Tax Measure**

Item M



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# Transportation Funding Strategy Outreach Program PCTPA Board of Directors

September 22, 2021



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# Getting Ready for Funding Programs

**State Surplus for Infrastructure**

**Federal Infrastructure Plan**

**SB1 Competitive Programs**

**CA Sustainable Communities  
Planning Grants**



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# Public Outreach Program Update



goldcountrymedia.com/news/188802/traffic-is-returning/

## Gold Country Media

NEWS SPORTS LIFESTYLE OPINION MULTIMEDIA OBITUARIES CLASSIFIEDS PUBLICATIONS CONTACT US

Another View

### Traffic is returning

Mike Tettele May 06, 2021 3:00 PM

Despite the pandemic and the changes our community and businesses have faced over the past year, our region is one of the few in our state experiencing growth. With an increasing amount of Bay Area residents migrating to our cities and new housing development projects underway, traffic remains an issue in Placer County.

According to Caltrans data, the evening traffic peak period levels are only seven percent lower than numbers we experienced in 2019. Overall, our traffic levels have returned to approximately 90 percent of pre-pandemic numbers. You can see rolling out and businesses and office buildings are expected to reopen soon. Placer County Transportation Planning Agency (PCTPA) has plans to make the much-needed improvements to our roads and highways so our residents are spending more time with their families, not stuck in traffic.

Placer County remains one of the largest counties in California without a local funding source to get up on a match for state and federal funding for transportation infrastructure projects. We recently were awarded grant funding for alternative transportation projects because we applied with Sacramento County, a county with a dedicated local funding source. While we are excited for this opportunity to be able to begin constructing some improvements to our community, this grant cannot be used for major expansion projects like widening Highway 65 or building the 80/65 interchange project that Placer desperately needs. We most have a dedicated local funding source.

## Gold Country Media

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### Placer County Transportation Planning Agency has workshops to hear traffic concerns

Shirley Adams May 21, 2021 8:00 AM

## Funding Strategy Workshops

Download the presentation deck

- Rocklin Region
- Roseville Region
- Livermore Region



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## Public Outreach Program Update





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## Temporary Pause for COVID 19-Delta Variant

- Employers Delayed Return to Work Until February 2022
- Private Sector Leading/State Following (State is Key)
- Regional Survey of Employers Being Discussed
- SACOG Working with Delegation to initiate a State Return to Work Plan
- Universities back in Session in Late August
- Traffic congestion back in Placer but not so much throughout region.
- Traffic Congestion Must Be a Recognized Regional Problem with Solution
- June 2021 Polling 64% in Proposed District/Not top issue



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## “Maintenance Mode ”(October 2021-February 2022)

- PCTPA/FSB Method = Poll → Outreach → Poll
- Modify to November 30 Poll Due to Variant
- Report Polling Findings to Board in January/Earlier to Board Subcommittee
- January Prep for Potential February Outreach Restart
- February/March Full Restart
- April Poll – Report Findings - Go/No Go to Board
- May – Jurisdictional Consideration of Expenditure Plan
- June – Consideration of Ordinance to Place in November 2022 or Delay to November 2024 Effort
- Private campaign begins or Longer-Term Maintenance Mode for 2024



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## “Maintenance Mode”(October 2021-February 2022)

- Roseville Galleria Kiosk
- Earned Media Activities
- Minimal Digital and Traditional Advertising
- Traffic Camera Promotions to Local TV Stations and Businesses
- Rocket TV Advertisements at 40 Roseville, Rocklin and Lincoln Locations
- Monthly Stakeholder Group Emails
- Billboard Advertisements through 10/31





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## Live Traffic Cameras Interstate 80 & Highway 65

