



A G E N D A

A M E N D E D

**PLACER COUNTY TRANSPORTATION PLANNING AGENCY
PLACER COUNTY AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICES AGENCY
PLACER COUNTY LOCAL TRANSPORTATION AUTHORITY**

**Wednesday, March 25, 2020
9:00 a.m.**

**Placer County Transportation Planning Agency
299 Nevada Street, Auburn CA 95603**

PUBLIC PARTICIPATION PROCEDURES

In order to protect public health and the safety of our Placer County citizens, Public Comment for this March 25th meeting will be offered through a remote call-in line or joining the web-based meeting, GoToConnect, from your computer using your Chrome browser. The Placer County Transportation Planning Agency office will be closed to public attendance. Public Comment will be opened for each agenda item in sequence. Be prepared to speak on the specific agenda item you wish to comment on when the Board Chair announces the item. Please see below for remote access to this meeting:

Remote access using Chrome: <https://my.jive.com/meet/272976957>

**You can also dial in using your phone. US: +1 (571) 317-3129
Access Code: 272-976-957**

The Placer County Board of Supervisors' Chambers is accessible to the disabled. If requested, this agenda, and documents in the agenda packet can be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 and the Federal Rules and Regulations adopted in implementation thereof. Persons seeking an alternative format should contact PCTPA for further information. In addition, a person with a disability who requires a modification or accommodation, including auxiliary aids or services, in order to participate in a public meeting should contact PCTPA by phone at 530-823-4030, email (ssabol@pctpa.net) or in person as soon as possible and preferably at least 72 hours prior to the meeting.

A. Flag Salute

B. Roll Call

C. Closed Session – Conference Room A

Action

Conference with Legal Counsel - Existing Litigation (Paragraph (1) of subdivision (d) of Government Code Section 54956.9):

NAME OF CASE: Sierra Club v. Caltrans, PCTPA, et al. (Sacramento County Superior Court Case No. 34-2018-80002859) (CEQA Litigation – SR 65 Widening Project)

Board of Directors Meeting Agenda
PLACER COUNTY TRANSPORTATION PLANNING AGENCY
AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY
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|-----------|--|------------------------|
| D. | Approval of Action Minutes: February 26, 2020 | Action
Pg. 1 |
| E. | Agenda Review | |
| F. | Public Comment | |
| G. | Transportation Funding Strategy – March 2020 Polling | Action
Pg. 4 |
| | <ol style="list-style-type: none"> 1. Receive a presentation on the results of polling for the funding strategy conducted in March 2020. 2. Request the City Councils, Town Council and the Placer County Board of Supervisors approve the proposed Expenditure Plan for a November 2020 Transportation Sales Tax Measure as presented in this report. 3. Direct staff to return to the Authority on April 25, 2020 with a first reading of an Ordinance to approve the Expenditure Plan and place a ½ cent transportation sales tax on the November 2020 ballot. 4. If conditions warrant, with the concurrence of the Board Polling Subcommittee, authorize staff to conduct limited additional outreach activities and conduct an additional polling in early June before requesting a measure be placed on the ballot. 5. Allocate \$100,000 out of the Placer County Transportation Planning’s reserve budget for polling and outreach effort. | |
| H. | Executive Director’s Report | Info |
| I. | Board Direction to Staff | Info |
| J. | Informational Items | Info |
| | <ol style="list-style-type: none"> 1. Status Reports <ol style="list-style-type: none"> a. PCTPA Pg. 20 b. FSB – Report for January 2020 Pg. 21 c. AIM Consulting – Report for January 2020 Pg. 25 d. Key Advocates – Report for January 2020 Pg. 28 3. Newspaper Articles Pg. 33 4. PCTPA Receipts and Expenditures – January 2020 <i>Under separate cover</i> 5. PCTPA Financials – December 2019 <i>Under separate cover</i> | |

Board of Directors Meeting Agenda
PLACER COUNTY TRANSPORTATION PLANNING AGENCY
AIRPORT LAND USE COMMISSION
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY
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Following is a list of our 2020 Placer County Transportation Planning Agency (PCTPA) meetings.

Board meetings are typically held the **fourth Wednesday of the month** at 9:00 a.m. except for November and December meetings which are typically combined meetings. PCTPA meetings are typically held at the Placer County Board of Supervisors' Chambers, 175 Fulweiler Avenue, Auburn, California, however this meeting is being closed to the public.

PCTPA Board Meetings – 2020	
Wednesday, January 22	Wednesday, July 22
Wednesday February 26	Wednesday, August 26
Wednesday, March 25	Wednesday, September 23
Wednesday, April 22	Wednesday, October 28
Wednesday, May 27	Wednesday, December 2
Wednesday, June 24	



ACTION MINUTES

REGULAR MEETING OF THE

**Placer County Transportation Planning Agency
Western Placer Consolidated Transportation Services Agency
Placer County Airport Land Use Commission
Placer County Local Transportation Authority**

**February 26, 2020
9:00 a.m.
Placer County Board of Supervisors Chambers
175 Fulweiler Avenue, Auburn, CA 95603**

ROLL CALL

Brian Baker
Ken Broadway
Trinity Burruss, Chair
Jim Holmes
Bruce Houdesheldt
Paul Joiner
Cheryl Maki
Kirk Uhler
Jaime Wright

STAFF

Kathleen Hanley
Aaron Hoyt
Shirley LeBlanc
Mike Luken, Executive Director
Luke McNeel-Caird
David Melko
Solvi Sabol

CLOSED SESSION: Conference with Legal Counsel - Existing Litigation (Paragraph (1) of subdivision (d) of Government Code Section 54956.9). Name of Case: Sierra Club v. Caltrans, PCTPA, et al. (Sacramento County Superior Court Case No. 34-2018-80002859) (CEQA Litigation – SR 65 Widening Project)

Chair Burruss announced that no reportable action was taken at Closed Session.

APPROVAL OF ACTION MINUTES – JANUARY 22, 2020

Upon motion by Joiner and second by Broadway, the action minutes of January 22, 2020 minutes were unanimously approved.

PUBLIC COMMENT

No public comment.

CONSENT CALENDAR: PLACER COUNTY TRANSPORTATION PLANNING AGENCY

It was moved, seconded (Maki/Houdesheldt) and passed by unanimous vote that the following PCTPA Consent items be approved:

1. 2019 Highway Infrastructure Program (HIP) Apportionments
2. FY 2019/20 City of Auburn Claim for Local Transportation Funds (LTF) - \$960,034

3. FY 2019/20 City of Auburn Claim for State Transit Assistance (STA) Funds - \$99,265
4. FY 2019/20 City of Auburn Claim for State of Good Repair Funds (SGR) Funds - \$16,051
5. FY 2020/21 Preliminary Findings of Apportionment for Local Transportation Fund (LTF)
6. FY 2020/21 Preliminary State Transit Assistance (STA) Fund Allocation Estimate
7. FY 2020/21 Preliminary State of Good Repair (SGR) Fund Allocation Estimate

FEDERAL LEGISLATIVE PROGRAM FOR 2020

Mike Luken provided the Board with the PCTPA Federal Legislative Program for 2020. Luken summarized the staff report. It was moved, seconded (Houdesheldt/Holmes) and passed by unanimous vote to 1) adopt the Federal Legislative Program for 2020 as provided to the Board and 2) direct staff and federal advocates to represent these positions, including travel to Washington DC.

STATE LEGISLATIVE PROGRAM FOR 2020

Mike Luken introduced Mark Watts, Smith, Watts and Hartman and PCTPA state lobbyist, who gave an overview of the state legislative climate which included updating the Board on changes at the California Transportation Commission, competitive grant programs, state budget, and the Transportation Development Act program.

It was moved, seconded (Joiner/Maki) to 1) adopt the State Legislative Program for 2020 as shown as provided to the Board and 2) direct staff and State Advocate to represent these positions with electeds and agencies in Sacramento.

PRELIMINARY DRAFT FY 2020/21 OVERALL WORK PROGRAM (OWP) AND BUDGET

Luke McNeel-Caird presented the staff report on the FY 2020/21 Overall Work Program (OWP) and Budget. McNeel-Caird showed a graphic of the regional projects that PCTPA has been working on noting we are getting ready to move into construction on many of these projects pending a local source of transportation funding. McNeel-Caird updated the Board on the status of various work elements which will be carried forward from FY 2019/20.

It was moved, seconded (Joiner/Holmes) and passed by unanimous vote to authorize the Executive Director to submit the preliminary draft FY 2020/21 Overall Work Program (OWP) and Budget to Caltrans.

CONGESTION MITIGATION AND AIR QUALITY (CMAQ) PROJECT FUNDING RECOMMENDATIONS

Kathleen Hanley reported on the FY 2023-2025 CMAQ funding round. It was moved, seconded (Holmes/Maki) and passed by unanimous vote to 1) approve the list of transportation and air quality improvement projects as provided to the Board for funding under the federal Congestion Mitigation and Air Quality (CMAQ) program and 2) direct staff to work with local agencies and SACOG to program these projects in the Metropolitan Transportation Improvement Plan (MTIP).

UNMET TRANSIT NEEDS REPORT AND FINDINGS FOR FY 2021

Kathleen Hanley presented on the Unmet Transit Needs process for FY 2019/20.

Public comment was heard from Jeanette Aerell-Dun, a Rocklin resident, who provided the Board with a “Petition Requesting Placer County Commuter Bus Service Improvement” and showed the Board a photograph of commuter public transit passengers waiting to board the bus. *Copies are available upon request from Board Clerk.*

It was moved and seconded (Holmes/Wright) and passed by unanimous vote that:

1. There are no new unmet transit needs in FY 2020 that are reasonable to meet for implementation in FY 2021.
2. The Annual Unmet Transit Needs Report for Fiscal Year 2021 is accepted as complete.
3. PCTPA staff, in coordination with the Transit Operators Working Group, should review transportation network company and microtransit partnerships to determine whether there are any new examples beyond what was researched in the Short-Range Transit Plans that could improve transit service in Placer County.

EXECUTIVE STAFF UPDATE

Mike Luken reported that we are working on rescheduling the Placer-Sacramento project tour with Secretary David Kim of California State Transportation Agency (CalSTA) as well as other officials, electeds and key Caltrans staff. We are looking at early May for the tour and Luken asked the Board for their participation at various stops along that route.

Mike Luken explained that Assemblyman Kevin Kiley has been appointed to the Assembly Transportation Committee. Luken said that staff will work with Mark Watts on providing Assemblyman Kiley with information about the transportation needs in Placer County and in addition, be a local resource to him for matters related to statewide transportation.

Mike Luken referenced the status report included in this month's agenda. Luken recognized Aaron Hoyt for his efforts towards successful completion of the project report and environmental review for the Highway 49 Gap Closure project.

Mike Luken said that the March Board meeting will be focused on the Transportation Funding Strategy. Polling will commence on March 5th and conclude approximately March 17th. The Transportation Funding Strategy Subcommittee will meet on March 23rd to discuss the results of the poll. Luken added that we will continue to do outreach which will include several events with a focus on the City of Lincoln. The final video will emphasis public safety and emergency response. Lastly we have commissioned a video to be made on how transportation funding works.

ADJOURN

Chair Burrus adjourned the meeting at approximately 9:45 a.m.

A video of this meeting is available online at <http://pctpa.net/agendas2020/>.

Mike Luken, Executive Director

Trinity Burruss, Chair

Solvi Sabol, Clerk of the Board



MEMORANDUM

TO: PCLTA Board of Directors **DATE:** March 25, 2020

FROM: Mike Luken, Executive Director

SUBJECT: AMENDED - TRANSPORTATION FUNDING STRATEGY—MARCH 2020 POLLING

ACTION REQUESTED

1. Receive a presentation from FM3 on the results of polling for the funding strategy conducted in March 2020.
2. Request all the City Councils, Town Council and the Board of Supervisors of Placer County consider resolutions to approve the proposed Expenditure Plan for a November 2020 Transportation Sales Tax Measure as presented in this report.
3. If both a majority in number of the City Councils, Town Council and the Board of Supervisors and a majority of those entities representing a majority of the population of Placer County approve the proposed Expenditure Plan, direct staff to return to the Authority on April 25, 2020, with a first reading of an Ordinance to approve the Expenditure Plan and place a ½ cent transportation sales tax measure on the November 2020 ballot.
4. If conditions warrant, with the concurrence of the Board Polling Subcommittee, authorize staff to conduct limited additional outreach activities and conduct an additional polling in early June before requesting a measure be placed on the ballot.
5. Allocate \$100,000 from Reserves to cover the cost of additional polling and outreach, and authorize the Executive Director to execute purchases and amendments to Letters of Task Agreement with FSB Core Strategies and FM3.

DISCUSSION

Staff and Curt Below from FM3 will present the March 2020 polling results for a potential South Placer County District. Cherri Spriggs with FSB Core Strategies will provide an update on the Funding Strategy Outreach Program.

BACKGROUND

Subcounty District Legislation – AB 1413

Assembly Bill 1413 was signed into law in October 2019 by Governor Newsom permitting the formation of a sub-county sales tax district in the counties of San Diego, Solano and Placer. The proposed district must contain only contiguous cities, and either all the unincorporated area of the county or none of the unincorporated area of the county. If authorized by 2/3 of the voters in the proposed district, AB 1413 permits the revenue from the measure to fund transportation projects that would benefit the proposed district as set forth in the Expenditure Plan. In the case of Placer County, according to prior Board direction, the proposed South Placer County District could be composed of one or more of the contiguous cities/town of Roseville, Rocklin, Lincoln and Loomis. The Board has asserted that the polling results within those cities and town would determine the boundary of the proposed district.

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Revised Sales Tax Projection for Contiguous Cities/Town

Approximately \$1.2 billion was projected for a theoretical 30-year ½ cent sales tax in the proposed South Placer County District. This very conservative revenue analysis was performed by HDL Companies as an update to their 2017 projection which came in at approximately \$1.4 billion.

Due to the unknown nature of the land use that would generate sales tax in the unincorporated area and HDL's experience in doing so in other counties examining the feasibility of transportation sales tax measures in California, HDL did not project any increase in sales tax for developing areas in the unincorporated area. With that in mind, HDL revised their projection of sales tax revenue without the unincorporated area which stayed essentially the same at \$1.2 billion over 30 years to cover the gap in local matching funds needed for transportation projects in the proposed South Placer County District. Staff examined the feasibility of a ¼ cent measure in prior years but it fell far short of the \$1.2 billion needed and would require a second sales tax measure in approximately 10-15 years to provide a local match to build out the planned transportation system for South Placer County.

Transportation Funding Outreach Program

Staff and FSB Core Strategies have continued outreach with key stakeholders in the South County focusing on the need for transportation infrastructure projects and the related funding to support these projects, including:

- A redesigned website featuring new content and graphics related to transportation projects.
- The creation of a Business Toolkit with sample social media postings, newsletter stories, closed circuit television images and infographics related to transportation infrastructure projects and needs.
- Convened regular update meetings for community, business and civic leaders.
- Presentations to approximately 3,000 persons at various events, service groups, neighborhood, political and other groups by staff, stakeholders, PCTPA Board Members and FSB.
- Sponsorship and informational tables/booths at local events/venues such as the Roseville Holiday Parade, Lincoln showcase, chamber events, Eggplant Festival and the Galleria connecting with over 35,000 people.
- Op-Eds in local and regional newspapers featuring Mayor Allard, Placer County Superintendent of Schools Gayle Garbolino-Mojica, and Sheriff Devon Bell.
- A large social media, and movie theater informational message that's garnered millions of impressions and thousands of engagements that continues through March 2020 with existing and new material.
- A South Placer County Business Summit was held in October and the South Placer Leadership Summit was held on January 22 exposing the general public to the transportation needs and potential funding in addition to the topic of each event.
- A series of electronic billboards ran throughout the District in the fall.
- The Interstate 80/Highway 65 interchange videos, incorporating the need for transportation infrastructure projects and related funding, have been released throughout the Summer, Fall and Winter months.

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TRANSPORTATION FUNDING OUTREACH-MARCH 2020 POLLING

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- A mailer was done jointly with the Town of Loomis focusing on the need for Safe Routes to Schools and the need to upgrade the Horseshoe Bar Interchange.
- Two workshops were held in the Town of Loomis at their Council meeting.
- For the first half of 2020 the following items were implemented to educate South Placer residents with a focus on disseminating information and guiding interested persons to visit the Keepplacermoving.com website:
 - District mailers,
 - An Informational tri-fold brochure
 - Various Chamber events,
 - Chamber newsletters
 - A kiosk at the Roseville Galleria
 - Updated educational videos
 - Electronic and static billboards
 - Two community open houses in Lincoln
 - Public Safety Event in Lincoln

March 2020 Polling Research

A smaller poll was presented to the PCTPA Board in January 2020. The Board removed the Town of Loomis as a participating jurisdiction based upon the results of this poll. A full poll, similar to February 2019 was prepared and was launched and conducted via phone and online interviews from March 9-March 15. The purpose of the polling is to quantify interest in funding transportation improvements in Lincoln, Rocklin and Roseville and to capture the specific concerns regarding traffic congestion from South County residents. Polling included questions which probed components of the Expenditure Plan and the impact of local and statewide measures in recent elections. FM3 will present the results of this poll to the Board on March 25. Polling results will also be discussed with the County CEO/City Managers and Public Works Directors on March 19 and the Board Subcommittee on March 23.

City Council/Town Council/Board of Supervisor Review of Expenditure Plan

Staff recommends that the Authority use this March 2020 polling data to decide whether to move forward with the proposed transportation sales tax measure and request all the City Councils, Town Council and Board of Supervisor to consider the proposed Expenditure Plan. This consideration is required by the Local Transportation Authority and Improvement Act authorizing transportation sales tax measures and was not modified by AB1413.

If a majority of the city council, town councils and the Board of Supervisors approve the Expenditure Plan, the Authority would consider the first reading of an Ordinance to adopt the Expenditure Plan to place the matter on the November 2020 General Election at their April 22, 2020 meeting. A second and final reading of the Ordinance by the Authority would occur on May 27th and the Board of Supervisors will consider all election items on July 27th. A schedule for this process is attached to this report as Attachment 1 and was prepared by staff and legal counsel with input from the Placer County Elections Office and the Clerks of each jurisdiction. These dates between April 1 and May 12th for consideration by the City Councils/Town Councils and the Board of Supervisors have been confirmed by the City/County Managers Group.

Transfer of Local Transportation Funding to Areas Outside the Proposed District

PCTPA was created over twenty-five years ago to provide local control over transportation priorities and funding within the County. Leaders in Placer felt strongly that local control would

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TRANSPORTATION FUNDING OUTREACH-MARCH 2020 POLLING

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benefit the County rather than Placer being dictated priorities by others in the Sacramento Region. Over the last twenty-five years, this has worked very well with both large and small transportation priorities being constructed on-time and on-budget including Interstate 80 Improvements, the Lincoln Bypass, the Sierra College Boulevard/I-80 Interchange, the Douglas Boulevard Interchange, portions of Sierra College Boulevard, State Route 49, Nevada Street (Auburn), Highway 65 Interchanges, the Colfax Roundabout, Phase 1 of the 80/65 Interchange and many more projects. All these projects required and received the unanimous commitment of every jurisdiction to ensure each project's successful completion.

In an effort to provide support to Colfax, Auburn and Loomis, which are the only Placer jurisdictions outside the South Placer County District, it is proposed that an annual amount of \$750,000 in Local Transportation Funding (LTF) be transferred by PCTPA to those jurisdictions. The proposed resolution to the City Councils, Town Council and Board of Supervisors will include language that would support PCTPA amending its current guidelines to provide the additional LTF funding to Colfax, Loomis and Auburn.

Residents in the South Placer County District cities, incorporated cities and towns outside the South Placer County District and residents in the unincorporated area will all be paying the proposed ½ cent sales tax when they make purchases within the South Placer County District area. The County developing communities adjacent to the proposed South Placer County District would enjoy a direct benefit from transportation infrastructure funded by South Placer County District without directly paying into the proposed District. County roads connecting and thus directly benefitting the cities within the South Placer County District would receive a limited amount of funding from the proposed South Placer County District as shown in the proposed expenditure plan.

The City/County Managers group has approved this concept.

Proposed Expenditure Plan

An updated draft expenditure plan and summary are attached to this report as Attachment 2. In the summary chart, the Major Highway and Roadway section was updated for project costs. The Local Roadway section was updated with new 2018 Population and Lane Mile data from each of the cities and county.

Current Events/Cautiously Proceeding Ahead

The past 14 days have been unprecedented in their impact upon operations across many sectors. PCTPA and its programs and projects have been, and will continue to be, impacted. Considering the changing COVID-19 situation, staff and the consultant team recommend an incremental approach to stay the course of prior board direction, while cautiously testing whether to move forward to requesting a measure be put on the ballot. With this approach, the cities, towns and Board of Supervisors would only consider the expenditure plan and the final decision of putting the matter on the ballot would remain solely with the PCLTA Board. In order to make this incremental approach work, resources will be needed to conduct outreach and polling to determine how the public health crisis will continue to affect our communities. As we are nearing the end of our fiscal year, those resources, estimated at \$100,000, would have to be funded out of reserves.

**Placer County-South County District
Transportation Improvement Plan and Retail Transaction and Use Tax
Countdown to Election Day - November 3, 2020**

- ★ **January 22, 2020 PCTPA Board Meeting**
Polling #2 Results – Boundary Determination Discussion
- ★ **Late February**
Email Ordinance and Expenditure Plan to City/Town/County Attorneys
- ★ **March 25, 2020 | PCTPA Board Meeting**
Polling #3 results presented to PCTPA Board – Decision on whether to proceed
- ★ **April 1, 2020 @ 6:00 pm: Roseville City Council | Approval of Expenditure Plan**
March 11th – Staff Report Due
- ★ **April 8, 2020 @ 6:00 pm: Colfax City Council | Approval of Expenditure Plan**
March 24th – Staff Report Due
- ★ **April 13, 2020 @ 6:00 pm: Auburn City Council | Approval of Expenditure Plan**
April 7th – Staff Report Due
- ★ **April 14, 2020 @ 6:00 pm: Rocklin City Council | Approval of Expenditure Plan**
March 31st – Staff Report Due
- ★ **April 14, 2020 @ 7:00 pm: Loomis Town Council | Approval of Expenditure Plan**
April 6th – Staff Report Due
- ★ **April 21, 2020 @ 1:00 pm: Placer Co Board of Sups | Approval of Expenditure Plan**
April 13th – Staff Report Due
- ★ **April 22, 2020 @ 9:00: PCTPA Board Meeting**
1st Reading of Ordinance and Expenditure Plan
- ★ **May 12, 2020 @ 6:00 pm: Lincoln City Council | Approval of Expenditure Plan**
April 21st – Staff Report Due
- ★ **May 27, 2020 | PCTPA Board**
2nd Reading of Adoption of Ordinance and Expenditure Plan to the PCTPA Board
- ★ **May 28, 2019**
Publish Ordinance in Auburn Journal with Board Votes from May 27, 2020
- ★ **July 1, 2020**
125 days before election: Last day boundary maps and accompanying resolution can be presented to elections.
- ★ **July 21, 2020**
Placer County Board of Sups votes to place all election items on the November ballot
- ★ **August 7, 2020**
Last day to file arguments against the proposed ballot measure
- ★ **August 17, 2020**
Last day to file rebuttal arguments
- ★ **November 3, 2020 - Election Day**

PCTPA/SOUTH PLACER DRAFT TRANSPORTATION SALES TAX DISTRICT TRANSPORTATION INVESTMENT PLAN (March 2020)

Category	Project	Total Project Cost	Estimated Funding from Other Sources (in millions)	Shortage	Sales Tax Contribution (in millions)	Percentage of Sales Tax Revenue	Sources of Other Revenues/ Matching Funds	Annual Amount Sales Tax Revenues (in millions)
MAJOR HIGHWAY PROJECTS <i>Environmental, design, right of way, and construction</i>	TOTAL MAJOR HIGHWAY PROJECTS	\$ 1,762.0	\$ 1,117.0	\$ 648.0	\$ 648.0	54%	Various	
	I-80/SR 65 Interchange Phase 2	\$ 495.0	\$ 248.0	\$ 247.0	\$ 247.0		State/federal matching funds, developer fees	
	I-80/SR 65 Interchange Phase 3	\$ 85.0	\$ 60.0	\$ 25.0	\$ 25.0			
	SR 65 Widening <i>Galleria Blvd to Ferrari Ranch Road</i>	\$ 115.0	\$ 82.0	\$ 33.0	\$ 33.0		Developer fees	
	Placer Parkway	\$ 595.0	\$ 570.0	\$ 25.0	\$ 25.0		Developer fees, Sutter Co fees	
	Baseline Road Widening	\$ 100.0	\$ 90.0	\$ 10.0	\$ 10.0		Developer fees, Sutter Co fees	
	I-80 Auxiliary Lanes	\$ 32.0	\$ 12.0	\$ 23.0	\$ 23.0		State/federal matching funds	
	Interchange Program <i>I-80/Rocklin Road SR 65/Nelson Lane SR/65/Nicolaus Road</i>	\$ 140.0	\$ 55.0	\$ 85.0	\$ 85.0		Developer fees	
	Financing for Early Construction	\$ 200.0	\$ -	\$ 200.0	\$ 200.0		None	
ALTERNATIVE TRANSPORTATION PROJECTS	TOTAL SENIOR/DISABLED TRANSIT, BICYCLE/PEDESTRIAN AND COMMUTER IMPROVEMENTS	\$ 540.0	\$ 360.0		\$ 180.0	15%	All Transit, Bicycle/Ped and Commuter Improvements	
Senior/Disabled/Other Transit <i>Environmental, design, right of way, construction, capital projects and operation</i>	Senior/Disabled Transit Enhancements	\$ 100.0	\$ 40.0		\$ 60.0	5%	Transit Funds	
Bicycle/Pedestrian Projects <i>Environmental, design, right of way, capital projects and construction</i>	Various Countywide	\$ 140.0	\$ 80.0		\$ 60.0	5%	State/federal matching funds	
Commuter Improvements <i>(Rail, Bus, Operations) Environmental, design, right of way, capital projects, operations</i>	TOTAL COMMUTER IMPROVEMENTS	\$ 300.0	\$ 240.0		\$ 60.0	5%	Various	
	Commuter Bus/Innovative Transit Projects	\$ 75.0	\$ 55.0		\$ 20.0		Cap & Trade, transit funds	
	Capital Corridor Rail/Bus Rapid Transit	\$ 225.0	\$ 185.0		\$ 40.0		Cap & Trade, transit funds	
LOCAL PROJECTS <i>Local traffic congestion hot spots and matching funds for local transportation priorities</i>	TOTAL DISTRICT	\$ 728.4	\$ 428.4		\$ 300.0	25%	State and Federal funds <i>(Reduced due to SB1) (Numbers will adjust over time)</i>	\$ 10.0
	City of Lincoln	\$ 128.7	\$ 72.4		\$ 56.2			\$ 1.9
	City of Rocklin	\$ 181.9	\$ 109.2		\$ 72.7			\$ 2.4
	City of Roseville	\$ 293.3	\$ 145.5		\$ 147.8			\$ 4.9
	Placer County Roads (Benefitting Contiguous Cities Only)	\$ 124.5	\$ 101.3		\$ 23.2			\$ 0.8
COMPETITIVE PROJECTS PROGRAM <i>Transportation improvements</i>	Various Countywide	\$ 135.0	\$ 75.0		\$ 60.0	5%	State/federal matching funds, developer fees	
TRANSPARENCY, OVERSIGHT, AND ADMINISTRATION		\$ 12.0	\$ -		\$ 12.0	1%	None	\$ 0.4
TOTAL PROGRAM		\$ 3,177	\$ 1,980		\$ 1,200	100%		

Version - Mar. 20 - Local project match: 2018 gas tax formula, RSTP formula, TDA non-transit, Bike/ped match: CMAQ bike/ped 2017-2019, TDA bike ped

**EXPENDITURE PLAN
EXHIBIT A TO
ORDINANCE NO. 20-01**

**South Placer County District
Transportation Expenditure Plan**

This Expenditure Plan shall act as the South Placer County District Expenditure Plan (the "Plan"), was prepared by the Placer County Local Transportation Authority (the "Authority") for the purpose of establishing a one-half of one percent (0.5%) retail transactions and use tax for transportation purposes (the "Transportation Tax") within the incorporated territory of the Cities of Lincoln, Rocklin and Roseville (collectively referred to as the "District") , to be collected for thirty (30) years, if approved by the voters on November 3, 2020. This is proposed by the Authority as a means to fill the shortfall in funding needed to: implement necessary highway, rail, and transit projects; secure new transportation corridors through environmental clearance and right of way purchases; provide adequate maintenance and improvements on the local street and road system; promote economic growth throughout the County; and meet the needs of commuters and the specialized needs of the growing senior and disabled population.

CHAPTER 1: GOALS AND OBJECTIVES

1.1 *MAINTAIN AND IMPROVE THE QUALITY OF LIFE IN PLACER COUNTY BY SUPPLEMENTING EXISTING FUNDS FOR TRANSPORTATION*

Reduce current congestion and provide adequate transportation facilities to accommodate reasonable growth in the future.

Provide funding for the adequate maintenance and improvement of local streets and roads, transit infrastructure and operations within, or for the benefit of, the City of Lincoln, City of Rocklin and City of Roseville, and unincorporated areas benefiting such District cities.

Enhance Placer County's ability to secure state and federal funding for transportation by offering local matching funds.

1.2 *PROVIDE FOR ACCOUNTABILITY IN THE EXPENDITURE OF TAXPAYER FUNDS*

Provide for mandatory dedication of Transportation Tax funds only for the transportation improvements and programs identified in this Plan and no other purpose.

Provide for a mandatory, annual financial audit of program expenditures to insure that all funds are spent in accordance with this voter adopted Plan and associated legal ordinance.

Provide for an independent Citizen Oversight Committee to review the mandatory annual financial audits of program expenditures and to produce an annual report of findings to the Board and the public.

Provide for a Maintenance of Effort requirement in funds made available to city and County governments for local street and road programs to insure the new money for this purpose is adding to current funding levels.

Provide for the strict limitation of administrative staff costs in implementing this Plan, by limiting, in law, funds expended for salaries and benefits to no more than one percent (1%) of the annual amount of revenues raised by the Transportation Tax as provided in Section IX of the Ordinance, net of the amount of fees paid to the California Department of Tax and Fee Administration (CDTFA) for collection of the sales tax.

Provide for this Plan to be reviewed at least every ten (10) years for the period it is in effect to ensure that the changing needs and priorities of the jurisdictions are met, as provided in Section XII of the Ordinance.

Provide for the mandatory termination of the Transportation Tax in thirty (30) years from the operative date, requiring additional voter approval at a general election for any extension.

1.3 PROVIDE FOR EQUITY IN THE DISTRIBUTION OF TRANSPORTATION TAX REVENUES

Address the unique needs of each of the areas of the District.

Provide a reasonable balance between competing highway, rail, transit, bicycle/pedestrian, and local streets and road needs.

1.4 PROVIDE FOR LOCAL CONTROL OF THE TRANSPORTATION IMPROVEMENT PLAN

Provide for cost effective, local administration of the Plan through the existing Placer County Transportation Planning Authority. No new agency would be required to administer these funds.

Delegate appropriate administrative responsibility to the cities and the County and other local agencies designated by a city, the County, or the Authority for local programs.

CHAPTER 2: TAXPAYER ACCOUNTABILITY SAFEGUARDS

2.1 LEGAL DEDICATION OF FUNDS

Funds generated by the Transportation Tax, net of the amount of fees paid to the California Department of Tax and Fee Administration (CDTFA), may only be used for transportation purposes as described in the Ordinance governing this Plan, including the acquisition, construction, environmental mitigation, maintenance, and operation of streets, roads, highways, including state highways and public transit systems and equipment, and for related transportation purposes. These purposes include but are not limited to expenditures for planning, environmental reviews, engineering and design costs, related right-of-way acquisition, and construction, engineering, project management, and administration.

2.2 MANDATORY ANNUAL FISCAL AUDIT

No less than annually, the Authority shall conduct an independent fiscal audit of the expenditure of all funds generated by the Transportation Tax. The audit, which shall be made available to the public, shall report on evidence that the expenditure of funds is in accordance with this Plan as adopted by the voters in approving the Ordinance on November 3, 2020. In addition, the audit shall determine compliance with the Maintenance of Effort requirements and requirements described in Section 3.3 of this Plan entitled "Local Transportation Programs." The audit shall also ensure that no more than one percent (1%) of the annual amount of Transportation Tax is used for administrative staff salaries and benefits in implementing this Plan, as required under Section IX of the Ordinance.

2.3 INDEPENDENT CITIZEN OVERSIGHT COMMITTEE

A seven (7) member Independent Citizen Oversight Committee shall be formed to review the annual independent fiscal audit of the expenditure of the Transportation Tax funds and issue an annual report on its findings regarding compliance with the requirements of the Expenditure Plan and the Ordinance to the Authority Board of Directors. The annual report shall also be made available to the public. Membership in the Independent Citizen Oversight Committee shall be composed of two registered voters appointed by the governing body of each District city and one appointed by the Placer County Board of Supervisors. The appointee of the County shall reside in the District. Persons currently employed by the Placer County Transportation Planning Agency, County of Placer or any District incorporated city therein, or currently serving as a city councilmember or member of the Board of Supervisors, are not eligible for membership on the Citizen Oversight Committee.

In the event a contiguous city or town is added to the District, the Independent Citizen Oversight Committee membership would be expanded to include two registered voters appointed by the governing body of that new city or town.

2.4 MANDATORY PLAN UPDATE AND TERMINATION OF TRANSPORTATION TAX

This Plan shall be reviewed by the Authority at least every ten (10) years that the Transportation Tax is in effect to reflect current and changing transportation priorities and needs in the District, as defined by the duly elected local government representatives on the Authority Board. Any changes to this Plan must be adopted in accordance with Section XII of the Ordinance and with current law in effect at the time of the update, and must be based on findings of necessity for change by the Authority. The Transportation Tax authorized to be collected by the voters shall expire in exactly thirty (30) years, unless the voters approve an extension of the Transportation Tax prior to the expiration date, as may be required under state law in effect at the time of the vote for extension.

CHAPTER 3: SPECIFIC TRANSPORTATION PROGRAMS TO BE FUNDED

The Transportation Tax shall be allocated by the Authority based on a recommendation from the District Policy Advisory Committee for projects within or benefiting the District cities consistent with the following provisions.

3.1 MAJOR HIGHWAY/ ROAD PROGRAMS – Fifty-Four Percent (54%)

Many more state highway improvement projects are needed to deal with congestion and safety problems in the District than existing state and federal revenues can fund. Programmed and projected formula funds from these sources over the thirty (30) years are estimated to be **one hundred and twenty seven million dollars (\$127 million)** and will fund about **fifty-four percent (54%)** of the improvements needed and identified in this Plan. Funds generated by the Transportation Tax will supplement those funding sources with an estimated **\$648 million** and, along with an estimated **one billion one hundred and fifteen million dollars (\$1.115 billion)** in developer impact fees, state, federal and other sources, will cover the remaining costs estimated to accomplish these improvements. **The actual amount of funds available for expenditure on state highway improvement projects from the identified sources and the amount expended for such purposes may vary from these estimates.**

Fifty-four percent (54 %) of the Transportation Tax is allocated to Major Highway/Road Projects. The Major Highway/Road projects to be implemented with the Transportation Tax revenues are as follows:

ROUTE	LIMITS	PROJECT
I-80/SR 65	Interchange Phase 2-3	Improve interchange operations and capacity
I-80	I-80/Rocklin Road Interchange	Improve interchange capacity and operations
I-80	Douglas Blvd to Riverside Ave (westbound) SR 65 to Rocklin Rd (eastbound)	Add/extend auxiliary lanes
SR 65	Galleria Blvd to Ferrari Ranch Road.	Widen to 3-5 lanes each direction
SR 65	SR 65/Nelson Lane Interchange SR65/Nicholas Road Interchange	Improve to grade separated interchange
Baseline Road	Foothills Blvd to SR 70/99	Widen to 4-6 lanes and grade separation at UPRR
Placer Parkway	SR 65 to SR 70/99	Construct 4-6 lane expressway

The final scope and project limits of all improvements proposed for the State Highway system will be determined through the environmental clearance process.

The Authority may add additional Major Highway/Road projects, should the Transportation Tax produce more revenue than now predicted or the Authority be more successful than anticipated in attracting state/federal matching funds, developer impact fees, or obtaining other grants and funds for transportation infrastructure purposes, or due to unforeseen circumstances

3.2. RAIL AND TRANSIT PROGRAM – 10%

This Plan will provide an estimated **one hundred and twenty million dollars (\$120 million)** of Transportation Taxes to expand rail, add bus rapid transit, and implement services and continue and expand programs to meet the transit needs of seniors, disabled persons and commuters.

3.2.a. Transportation Services for Seniors, Disabled Persons and Local Residents

Seniors and disabled persons are becoming an increasing percentage of the population each year, and will drive demand for more frequent transit service to more areas. In addition, a number of transportation programs have been implemented which meet specialized needs for transportation to medical services, social service agencies and programs, shopping and other purposes that cannot be met by conventional transit. Local residents are also in need of improvements in local transit service. An estimated **sixty million dollars (\$60 million)** in Transportation Tax funds will be used to expand these transit services.

3.2.b. Capitol Corridor Rail and Bus Rapid Transit Service

The existing Capitol Corridor rail service has provided a viable alternative to the automobile for daily commuters to downtown Sacramento and reduces traffic on I-80. The current service level needs to be augmented by expanding capacity between Sacramento and Roseville to bring ten (10) round trips per day to Placer County. In addition, establishment of frequent and timely bus rapid transit service that provides a reasonable alternative to the automobile for existing and future daily commuters who travel to and within the South Placer area is needed. An estimated **sixty million dollars (\$60 million)** of Transportation Tax funds will be made available for capital and operations of these rail and bus rapid transit services and to match available federal funds.

3.2.c. Commuter/Express Bus Service

Placer County's existing commuter bus services provide a safe, convenient, and comfortable alternative to driving and removes congestion from highways. There is strong demand to expand this highly popular effective service to connect more residential areas and major employment centers. An estimated **sixty million dollars (\$60 million)** of Transportation Tax funds will be made available for capital and operations of commuter and express bus services, and to match available federal and state funds.

The actual amount of funds available for expenditure on transit and other projects described in this Section from the identified sources and the amount expended for such purposes may vary from these estimates.

3.3. LOCAL TRANSPORTATION PROGRAM – twenty-five percent (25%)

The local transportation systems, particularly local streets and roads, are critical to the everyday movement of people within the District cities and the County in an area benefiting the District.

Much of the road system is aging, has potholes, and is in need of expanded maintenance and rehabilitation. New local roads adjacent to new residential and business developments will continue to be constructed and paid for by the developers. Current resources, without the establishment of Transportation Tax revenues for transportation, cannot provide adequate funding to maintain the local street and road system at the level necessary to adequately serve the public.

The priorities for local transportation vary among individual local jurisdictions. While overlay, reconstruction, repair, and maintenance of the local road system are needs common to all and is specifically allowable as an expenditure of these funds, there are additional needs as well. Transportation Tax funds can be used for transportation projects, transit operations, projects that support transportation/land use coordination, and air quality improvement projects, as designated by this Plan. Some examples of allowable projects include bike paths, transit centers, widening of existing local roads, local matching funds for transportation grants or earmarks, fueling stations for electric vehicles, compressed natural gas or other alternative fuels, sidewalks and pedestrian paths, transportation demand management programs, lighting, landscaping, security for transportation facilities, park and ride lots, Safe Routes to School programs, and traffic signal synchronization.

This Plan will provide an estimated **three hundred million dollars (\$300 million)** of Transportation Taxes specifically for these purposes. The funds will be distributed to the cities and the County for connecting roadways, trails and transit systems within or benefiting the District cities by a formula based on an equal weighting of each jurisdiction's proportionate share of the total County population and road miles, with a minimum allocation of **Five Hundred Thousand Dollars (\$500,000)** for each jurisdiction. Allocations will be updated annually based on California Department of Finance population data and reported road miles.

The actual amount of funds available for expenditure on local transportation projects from the identified sources and the amount expended for such purposes may vary from these estimates.

In order to be eligible for these funds, each jurisdiction shall satisfy and continue to satisfy the following requirements:

1. On July 1 of each year, file a Five-Year Capital Improvement Program including all capital transportation projects, including projects funded by the jurisdiction's share of the Transportation Tax.
2. The portion of funds under this Program shall be put into a "Placer County Roads (Benefitting Contiguous Cities) Fund." Expenditures from this Fund may include to the expansion, repair, safety, complete streets and maintenance of existing county roads connecting the cities within the District or which benefit the District cities.
3. Adopt and administer a development impact fee program that requires new development to pay a fair share of necessary transportation improvements attributable to the new development.
4. On July 1 of each year, file with the Authority an annual Expenditure Report for the prior fiscal year identifying the amount of Transportation Taxes, developer impact fees and other local agency funds expended by the jurisdiction and certify that the maintenance of effort requirements of the Ordinance and the Expenditure have been satisfied.

3.5 *BICYCLE AND PEDESTRIAN PROGRAM – five percent (5%)*

Bicycle, pedestrian, and neighborhood electric vehicle (NEV) travel provide a viable alternative for short distance trips and enhance the quality of life in our neighborhoods. Safe, easy to use facilities in key areas support the attractiveness of these clean and healthy transportation modes. An estimated **sixty million dollars (\$60 million)** in net Transportation Tax funds will be used to match local, state, and federal funds to construct and improve bicycle, pedestrian, and neighborhood electric vehicle facilities and otherwise to support walkable and bikeable communities including Safe Routes to School.

The Authority shall establish, in the first year after the adoption of this Ordinance, the criteria by which projects are deemed eligible for funding under this Program, and the selection criteria by which such eligible projects are selected. The eligibility and selection criteria shall include safety, connectivity to schools and to the overall system estimated demand/usage, ability to attract matching funds, and lack of other funding in the overall Transportation Expenditure Plan.

3.6 *COMPETITIVE PROJECTS PROGRAM – five percent (5 %)*

It is recognized that the Plan cannot anticipate every factor that could affect transportation needs over its thirty (30) year life. New technologies, new travel

patterns, and new transportation modes are amongst the many possibilities that may arise in the future. To provide the flexibility to meet those unanticipated needs and opportunities, the Transportation Plan is anticipated to provide approximately **sixty million dollars (\$60 million)** to a Competitive Projects Program. The Authority shall establish, in the first year after the adoption of this Ordinance, the criteria by which projects are deemed eligible for funding under this Program, and the selection criteria by which such eligible projects are selected. The eligibility and selection criteria shall include safety, congestion relief, ability to attract matching funds, and lack of other funding in this overall Transportation Expenditure Plan. Any Competitive Projects Program funds unspent at the conclusion of the thirty (30) year Plan would be added to the Local Transportation Program.

CHAPTER 4: BOND FINANCING

Construction of the highway and rail projects and implementation of the local streets and roads and other programs identified in this Plan are needed as soon as possible. In order to accomplish this, some level of borrowing will be required, with debt to be repaid with Transportation Tax revenues. The Authority will determine the extent of borrowing that is reasonable and that can be supported by Transportation Tax revenues as the Plan is implemented.

CHAPTER 5: ALLOCATIONS SUMMARY

TRANSPORTATION TAX REVENUE ALLOCATIONS	
Major Highway/Road Program	54%
Rail and Transit Program	10%
Bicycle and Pedestrian Program	5%
Local Transportation Program/Rural Roads Maintenance and Repair Program	25%
Competitive Projects Program	5%
Transparency, Accountability, and Administration	1%
TOTAL	100.000%

The Authority may reallocate the expenditure of Transportation Taxes in any given year on a different percentage basis provided that the percentage allocations set forth above are achieved over the duration of the Ordinance.

CHAPTER 6. FUNDING FLEXIBILITY AND BONDING TO EXPEDITE PROJECTS

To more quickly deliver transportation projects for the benefit of Placer County residents, visitors, and businesses, the Authority may temporarily shift Transportation Tax revenues and developer impact fees administered by the South Placer Regional Transportation Authority (SPRTA) amongst projects in any given year. However, the proportionate shares for funding contributions and purposes over the 30-year period may not be changed without an amendment of this Plan as required by law and Section XII of the Ordinance. Transportation Tax revenues subject to this temporary shift specifically exclude those annually allocated to the cities and County under the Local Transportation Program (Section 3.3 of this Plan). Shifts may not be made without previous consultation with the affected local agencies and two-thirds majority approval of the Authority Board of Directors.

CHAPTER 7. INFORMING THE PUBLIC OF LOCAL FUNDING SUPPORT

All projects using \$1 million or more of Transportation Tax revenues shall be signed to inform the public that Transportation Tax revenues support the project.

CHAPTER 8. SEVERANCE PROVISIONS

If any provision of this Plan, or the application thereof, is for any reason held invalid and unenforceable by a court of competent jurisdiction to a person or circumstance, the remainder of the Plan and the application of such provision to other persons or circumstances shall not be affected thereby, and the Authority declares that it would have passed each part of this Plan irrespective of the validity of any other part.

TO: PCTPA Board of Directors

DATE: March 25, 2020

FROM: David Melko, Senior Transportation Planner

SUBJECT: STATUS REPORT

1. Placer County Airport Land Use Compatibility Plan Update Request for Proposal

This month staff will be releasing a Request for Proposals seeking qualified aviation consultants to prepare an update to the 2014 Placer County Airport Land Use Compatibility Plan (ALUCP) and to complete the California Environmental Quality Act documentation. The purpose of the ALUCP Update is to:

- Refine the Auburn Municipal Airport and Lincoln Regional Airport Compatibility Plans to reflect recently updated Airport Layout Plans and Narrative Reports for both airports;
- Update the ALUCP chapters pertaining to Procedural Policies and Countywide Compatibility Policies based on input from the cities of Auburn and Lincoln and Placer County; and
- Assist PCTPA in revising the existing ALUC fee structure.

We anticipate bringing the consultant contract award to the PCTPA Board on June 24th. The work effort will commence in FY 2020/21, beginning July 1st. We have also reached out to the cities of Auburn and Lincoln and Placer County to participate in the RFP consultant selection process as well as during the preparation of the ALUCP Update.

LM:ML:ss

March 12, 2020

TO: Mike Luken, Executive Director, Placer County Transportation Planning Agency

FROM: Cherri Spriggs-Hernandez, Principal, FSB Public Affairs

RE: February of Activities for Funding Strategy Outreach Effort

Areas of focus this month were as follows:

Legislation – Complete

Research – In Progress

- Preparing for March Survey

Stakeholder Outreach – In Progress

- Updated stakeholder universe
- Continued to meet individually with key stakeholders

Partner Collaboration – In Progress

- Connected with key partners
- Held Two Old Town Pizza Community Nights
- Held One Community Safety Day
- Coordinated and attended various presentations and events
- Continued speakers bureau/community engagement scheduling
- Coordinated activities with AIM

Earned Media/Collateral Development/Paid Advertising – In Progress

- Continued working on expenditure plan piece
- Continued creative on direct mail, videos, billboards, digital billboards and additional infographics
- Delivered four direct mail pieces
- Drafted and Placed two op eds
- Social Media Response

Account Management – In Progress

- Met/Spoke with PCTPA Leadership regarding a variety of strategic developments
- Continued Implementing Draft FY 2019-2020 Plan
- Implemented Lincoln Specific Plan
- Updated Draft FY 2019-2020 Plan
- Prepared monthly report

FY-2019/20 OUTREACH PLAN	ELEMENTS
<p>July 2019</p>	<ul style="list-style-type: none"> ● Op-Ed SB 1 Funding, John Allard ● Social Media with AIM ● Legislative Support ● Tier III & Tier IV Presentations ● Advertising ● Non-Profit Stakeholder Meeting ● Stakeholder Meeting ● Rocklin Chamber July Mixer at Quarry Park ● Roseville Galleria Table ● Expenditure Plan Booklet Production
<p>August 2019</p>	<ul style="list-style-type: none"> ● Op-Ed, Evacuation/Emergency Responders, Devon Bell ● Social Media Coordination with AIM ● Legislative Support ● Tier III & Tier IV Presentations ● Advertising ● Electronic Billboards ● Roseville Galleria Table ● Lincoln Chamber Executive Director's Breakfast ● Expenditure Plan Booklet Production
<p>September 2019</p>	<ul style="list-style-type: none"> ● Op-Ed, AB1413, Jim Holmes ● Social Media Coordination with AIM ● Legislative Support ● Advertising ● Electronic Billboards ● Tier III & Tier IV Presentations ● Rocklin Chamber Hot Chili Cool Cars ● Roseville Splash ● Roseville Chamber ● Lincoln Showcase ● Stakeholder Meeting ● Roseville Galleria Table ● Focus Group Prep ● Expenditure Plan Booklet Production
<p>October 2019</p>	<ul style="list-style-type: none"> ● Op-Ed, Safe Routes to School, Gayle Garbolino ● Social Media Coordination with AIM ● Legislative Support ● Focus Groups ● Tier III & Tier IV Presentations ● Stakeholder Meeting ● Loomis Eggplant Festival ● Roseville Galleria Table

FY-2019/20 OUTREACH PLAN	ELEMENTS
	<ul style="list-style-type: none"> ● Earned Media Story Re: Transportation Needs & Funding ● Movie Theater Advertising ● Small Business Summit
November 2019	<ul style="list-style-type: none"> ● Due to Op Ed Back Up Skipping November ● Activity Coordination with AIM ● Roseville Galleria Table – November 9 Nancy/Mike Canceled ● January Survey Development ● Tier III & Tier IV Presentations ● Movie Theater Advertising ● Roseville Holiday Parade ● Expenditure Plan Piece Production ● Direct Mail Piece Production ● Video Production – Emergency Study Fireman/Police/Ambulance
December 2019	<ul style="list-style-type: none"> ● Op Ed, Local Match & Visitor Funding, Jeff Richardson ● Activity Coordination with AIM ● Survey Finalized to Take to December 5 Board Meeting ● Stakeholder Meeting ● Tier III & Tier IV Presentations ● Movie Theater Advertising ● Roseville Galleria Table/Kiosk – December 7 Cherri/Kathleen ● Direct Mail Production ● Expenditure Plan Piece Production ● Video Production – Emergency Study Fireman/Police/Ambulance ● *Digital Advertising
January 2020	<ul style="list-style-type: none"> ● Survey in the Field ● Funding Strategy Town Hall Meeting @ William Jessup – January 16 ● Activity Coordination with AIM ● Tier III & Tier IV Presentations ● Direct Mail – Transportation Needs & Funding ● Movie Theater Advertising ● Digital Advertising
February 2020	<ul style="list-style-type: none"> ● Op Ed, TBD Author & Topic ● Tier III & Tier IV Presentations ● Activity Coordination with AIM ● March Survey Development ● Stakeholder Meeting ● Direct Mail Production ● Video Production – How Transportation is Funded ● *Electronic Billboards ● *Movie Theater Advertising ● *Digital Advertising

FY-2019/20 OUTREACH PLAN	ELEMENTS
March 2020	<ul style="list-style-type: none"> • Op-Ed, Economic Development, Sherry Conway • Activity Coordination with AIM • Tier III & Tier IV Presentations • Roseville Galleria Table • Stakeholder Meeting • Survey in the Field • Survey Results Going to PCTPA Board • Direct Mail Piece Hits Early March After Primary • Video Production/Finalize – How Transportation is Funded • *Movie Theater Advertising • *Digital Advertising
April 2020	<ul style="list-style-type: none"> • Op-ed, Transportation Needs & Funding • Tier III & Tier IV Presentations • Activity Coordination with AIM • Roseville Galleria Table • Stakeholder Meeting • Activity Coordination with AIM • Cities Vote to Place on the Ballot • *Movie Theater Advertising • *Digital Advertising
May 2020	<ul style="list-style-type: none"> • Op-Ed, Board Decision to Proceed, County Supervisor and PCTPA Board Chair • Cities Vote to Place on the Ballot • PCTPA Board Decision to Proceed • Earned Media Story Re: Decision • Stakeholder Meeting • Roseville 2020 • Rocklin State of the City • Roseville Galleria Table • Activity Coordination with AIM • *Direct Mail Production • *Movie Theater Advertising • *Digital Advertising
June 2020	<ul style="list-style-type: none"> • PCTPA Board Decision to Proceed (Alternate Date) • *Direct Mail Production • Activity Coordination with AIM
July 2020	<ul style="list-style-type: none"> • Placer BOS Votes to Place on the Ballot • Activity Coordination with AIM • *Direct Mail Piece Hits

MEMORANDUM

TO: Mike Luken
FROM: AIM Consulting
DATE: March 6, 2020
RE: February Monthly Report

The following is a summary of communications and public information work performed by AIM Consulting (AIM) on behalf of Placer County Transportation Planning Agency (PCTPA) in the month of January.

AIM assisted with media relations and public information. AIM maintained, drafted, published, and promoted content for PCTPA social media to share current information about PCTPA projects, programs, and activities.

Below are activity summaries of AIM's work:

Funding Strategy

AIM continued to work with PCTPA to support its efforts in discussing the need for local transportation infrastructure funding.

PCTPA.net & Social Media

AIM continued posting social media updates on the PCTPA Facebook, Twitter, and Instagram to highlight the work being done by and on behalf of PCTPA, other transportation projects in the Placer region, and current transportation news.

Key social media posts included:

- Old Town Pizza Lincoln Transportation Open House
- Capitol Corridor Informational Video
- Roseville Transit Game Day Express
- 80/65 Interchange Video #7 Update
- Caltrans and CHP Winter Driving Preparedness Event
- Keep Placer Moving Graphics
- Public Safety Open House at Lincoln Fire Station

- Roseville Transit’s “How to Ride a Bus” course
- CCJPA Meet the Riders series
- City of Roseville’s road safety education and awareness campaign
- CCJPA Winter Weekends 50% off deal

Current social media page statistics include:

- Facebook – 1,760 Followers
 - *Previously 1/31: 1,722*
- Twitter – 1,345 Followers
 - *Previously 1/31: 1,300*
- Instagram – 882 Followers
 - *Previously 1/31: 804*

Key website analytics include:

- Total page views for the PCTPA website during January: 4,610
 - 21.56% of views were on the Home Page
 - 7% of views were on the Placer-Sacramento Action Plan page
 - 5% of views were on the Request for Proposals/Qualifications page
- Total page views for Interstate 80 / Highway 65 Interchange Improvements website during January: 739

80/65 Interchange Video #7 - Improving Safety for Our Students

AIM distributed and launched the seventh 80/65 Interchange video update about student safety and sent it to PCTPA for review. Interviewees included: Scott Leaman, Superintendent of Western Placer Unified School District, Dr. John Jackson, President of William Jessup University, and Willy Duncan, Superintendent and President of Sierra College. This video has garnered 1,988 views across all platforms.

Media Relations

AIM continued to monitor industry and local news to identify outreach opportunities as well as support the Agency’s efforts to address local transportation and transit issues.

Project Assistance

AIM managed the Interstate 80 / Highway 65 website and collected community email sign-ups. AIM also managed social media and community comments regarding the project. AIM provided Caltrans with weekly email sign-up updates to include their weekly construction email distribution list. AIM also provided assistance with the Community Safety Day at the Lincoln Fire Station.

AIM coordinated logistics for, developed and launched a project update for the Interstate 80 / Highway 65 Interchange Project. AIM is currently preparing to launch the next video update.



1701 Pennsylvania Avenue
Suite 300
Washington, D.C. 20006
(202) 722-0167

February 28, 2020

To: PCTPA
From: Sante Esposito
Subject: February Monthly Report

Infrastructure

The question is “what happens next” given the recent unveiling of the House Democrats’ infrastructure proposal and the inclusion of an infrastructure proposal in the President’s FY21 Budget. The following scenarios are possibilities: 1) a White House-Congress meeting to discuss the proposals, timing and effort going forward; 2) a more extensive outline of the House Democratic proposal (the initial report focused only on matters within the jurisdiction of the Transportation and Infrastructure and the Energy and Commerce Committees) including education, natural resources, research and other issues involving other committees; 3) a bill draft of the House Democratic proposal, if for no other reason, as a place marker and to keep the pressure on the White House and the Senate; 4) bill introduction of the House Democratic proposal, again as a place maker and pressure point; 5) markup of the bill; and, 6) Floor consideration. No public decision at this time. We will continue to monitor the situation.

To review, on January 28, the House Democratic leadership along with the chairs of the key congressional committees of jurisdiction (T&I, Energy and Commerce, and Ways and Means) rolled out a mega infrastructure framework, having given up on crafting a package with the White House. The framework – with more details and legislative language to follow as announced – focuses on traditional surface transportation issues, broadband, 911 updates, brownfields, safe drinking water, with mention of housing, education and natural resources. See the following:

<https://transportation.house.gov/imo/media/doc/Moving%20Forward%20Framework.pdf>

President’s FY21 Infrastructure Budget

The President’s FY21 Budget has two major infrastructure components. The first is a \$810 billion, 10-year reauthorization of surface transportation programs. The second is a \$190 billion in investments across a range of infrastructure, as follows:

- **\$60 Billion for a new Building Infrastructure Great grants program:** This “mega-projects” program will focus on delivery of such projects across a range of sectors:

surface transportation road, bridge, rail, transit, pipeline, landside port, and intermodal connection capital investments; lock, dam, and canal investments; drinking water and waste treatment capital investments; and energy and broadband capital investments.

- **\$50 billion for a new Moving America’s Freight Safely and Efficiently program.** This program will support projects with significant economic, mobility, and safety benefits on our strategic highway, rail, port, and waterway freight networks.
- **\$35 billion for a new Bridge Rebuilding program.** This program will make targeted investments in critical bridge infrastructure to restore them to good condition. \$12 billion will be provided for “off- system” bridges allocated via formula, and \$23 billion will be provided for larger bridges via a competitive process.
- **\$25 billion for a new Revitalizing Rural America program.** This program focuses on the needs and contributions to our economy made by rural communities and helps them deliver broadband, transportation, water and other infrastructure projects.
- **\$20 billion for a Transit State of Good Repair Sprint program.** The program will focus exclusively on rehabilitating existing transit assets (no new capacity projects).
- **\$6.5 billion for a Public Lands Infrastructure Fund.** This program would address the deferred maintenance backlog in our national parks, forests, wildlife refuges and other public lands, along with Bureau of Indian Education school.

Earmarks

No new developments. Continue to monitor in conjunction with the Office of House Majority Leader. To review, recent reports indicate discussion, and in some cases real interest, in bringing back earmarks. Many House Democrats have voiced support for overturning the current ban on earmarks. Most noticeably is Majority Leader Hoyer who is shopping an earmark return plan that would require for every earmark the recipient be a public, not a private entity, the Member requesting the earmark be identified, the earmark project be located in the Member’s district/state, and the Member acknowledge under penalty that he or she has no vested interest in the earmark project. Transparency and accountability, Hoyer says, are the cornerstones of his proposal. To date, House Republicans are either opposed or silent on the return as are Senate republicans. Senate Democrats support overturning the ban with accompanying stringent rules.

Senate Highway Bill

FAST Act reauthorization required by Sept. 30 when current program expires. Senate EPW has reported its version of the bill (see below). Other Senate committees that need to act include Banking (mass transit), Commerce (trucking, rail and safety), and Finance (how to pay for the bill). Senate Banking held an authorization hearing on Feb. 25. House T&I working on a draft. Other House committees that need to act include Energy and Commerce (safety) and Ways and Means (how to pay for the bill).

To review, the EPW bipartisan bill would authorize \$287 billion in highway spending, 90-percent of which would be distributed to the states by formula. The bill also features a title on climate change, which would authorize \$10.8 billion for various programs addressing resiliency and other climate issues over the next five fiscal years. That includes \$1 billion for electric, hydrogen, and natural gas vehicle charging and fueling stations. It would also provide billions for programs aimed at curbing emissions and reducing congestion and truck idling. The legislation would also streamline infrastructure permitting and set a two-year target for environmental reviews. Lastly, the bill would authorize \$12.5 million per year to fund state and regional pilot testing of user-based alternative revenue mechanisms to the gas tax.

Bill Tracking

H.R.4780 — 116th Congress (2019-2020)

National Infrastructure Investment Corporation Act of 2019

Sponsor: Rep. Carbajal, Salud O. [D-CA-24] (Introduced 10/22/2019) **Cosponsors:** (0)

Committees: House - Transportation and Infrastructure

H.R.4687 — 116th Congress (2019-2020)

SMART Infrastructure Act

Sponsor: Rep. Rouda, Harley [D-CA-48] (Introduced 10/16/2019) **Cosponsors:** (3, now 5)

Committees: Transportation and Infrastructure; Science, Space, and Technology; Agriculture; Energy and Commerce

S.352 — 116th Congress (2019-2020)

BUILD Act

Sponsor: Sen. Cornyn, John [R-TX] (Introduced 02/06/2019) **Cosponsors:** (1)

Committees: Finance Increases from \$15 billion to \$20.8 billion the national limitation on the amount of tax-exempt highway or surface freight transfer facility bonds.

H.R.180 — 116th Congress (2019-2020)

Build America Act of 2019

Sponsor: Rep. Hastings, Alcee L. [D-FL-20] (Introduced 01/03/2019) **Cosponsors:** (7, now 12)

Committees: Transportation and Infrastructure and Ways and Means Directs the Department of Transportation (DOT) to carry out a national infrastructure investment grant program for capital investments in surface transportation infrastructure. Projects eligible for funding under the program include, at a minimum, highway and bridge projects, public transportation projects, passenger and freight rail transportation projects, and port infrastructure investments. In distributing grants under the program, DOT shall ensure an equitable geographic distribution of funds, an appropriate balance in addressing the needs of urban and rural areas, and investment in a variety of transportation modes. At least 20% of grant funds must be set aside for projects in rural areas. The bill amends the Internal Revenue Code to: (1) establish a National Infrastructure Investment Trust Fund, and (2) increase the tax on gasoline other than aviation gasoline and on diesel fuel or kerosene.

S.146 — 116th Congress (2019-2020)

Move America Act of 2019

Sponsor: [Sen. Hoeven, John \[R-ND\]](#) (Introduced 01/16/2019) Cosponsors: (1)

Committees: Finance Allows tax exempt Move America bonds and Move America tax credits to be used for certain infrastructure projects. A Move America bond is treated as a tax-exempt private facility bond with certain exceptions. At least 95% of the net proceeds from the issuance of the bond must be used for infrastructure projects. The bill specifies exceptions and modifications to existing rules for bonds regarding land acquisition, government ownership, rehabilitation expenditures, and the alternative minimum tax. The bonds are subject to a volume cap equal to 50% of a state's current private activity bond volume cap. States may exchange all or a portion of the volume cap for Move America tax credits to be allocated to taxpayers. The credits include (1) an equity credit for a portion of the basis of each qualified facility; and (2) an infrastructure fund credit for investments in qualified infrastructure funds, including a state infrastructure bank, a water pollution control revolving fund, or a drinking water treatment revolving loan fund.

[H.R.658](#) — 116th Congress (2019-2020)

National Infrastructure Development Bank Act of 2019

Sponsor: [Rep. DeLauro, Rosa L. \[D-CT-3\]](#) (Introduced 01/17/2019) Cosponsors: (60, now 61)

Committees: Energy and Commerce, Transportation and Infrastructure, Financial Services and Ways and Means

[S.353](#) — 116th Congress (2019-2020)

RAPID Act

Sponsor: [Sen. Cornyn, John \[R-TX\]](#) (Introduced 02/06/2019) Cosponsors: (1)

Committees: Environment and Public Works This bill revises the transportation infrastructure finance and innovation (TIFIA) program to (1) require program applicants to obtain investment grade ratings from at least two credit rating agencies, unless the federal credit instrument is less than \$150 million (currently, less than \$75 million), in which case one rating will suffice; (2) require the Department of Transportation (DOT) to implement an expedited decision timeline for public agency borrowers seeking secured loans; and (3) require DOT to publish status reports on program applications on the TIFIA website.

[S.403](#) — 116th Congress (2019-2020)

IMAGINE Act

Sponsor: [Sen. Whitehouse, Sheldon \[D-RI\]](#) (Introduced 02/07/2019) Cosponsors: (5, now 7)

Committees: Environment and Public Works. Encourages the use of innovative construction materials and techniques to accelerate the deployment, extend the service life, improve the performance, and reduce the cost of domestic transportation and water infrastructure projects.

[H.R.228](#) — 116th Congress (2019-2020)

Increase Transportation Alternatives Investment Act of 2019

Sponsor: [Rep. Velazquez, Nydia M. \[D-NY-7\]](#) (Introduced

01/03/2019) Cosponsors: (2) Committees: Transportation and Infrastructure Directs the Department of Transportation (DOT) to ensure that states give preference under the Surface Transportation Block Grant Program to eligible projects that (1) are located in areas that are

undergoing extensive repair or reconstruction of transportation infrastructure, including federal-aid highways, federally owned roads open for public travel, passenger rail facilities, and public transportation facilities; and (2) will provide transportation alternatives related to the closure of transportation infrastructure in such areas. DOT shall (1) carry out a competitive grant program to support community efforts to invest in transportation alternatives; and (2) give preference in awarding grants to projects located in such areas. Entities eligible for grants include state and local governments, metropolitan planning organizations, and rural planning organizations.^[L]_[SEP]

H.R.880 — 116th Congress (2019-2020)

Surface Transportation Investment Act of 2019

Sponsor: Rep. Brownley, Julia [D-CA-26] (Introduced 01/30/2019) Cosponsors: (1)

Committees: Ways and Means and Transportation and Infrastructure. This bill limits or repeals certain tax benefits for major integrated oil companies, including (1) the foreign tax credit for companies that are dual capacity taxpayers, (2) the tax deduction for intangible drilling and development costs, (3) the percentage depletion allowance for oil and gas wells, and (4) the tax deduction for qualified tertiary injectant expenses.

The bill modifies the definition of "major integrated oil company" to include certain successors in interest that control more than 50% of the crude oil production or natural gas production of the company. The bill establishes a Transportation Block Grant Fund and appropriates to the fund amounts equal to the increase in revenues as a result of this bill. The funds must be used for making grants under the Surface Transportation Block Grant Program.

S.1518 — 116th Congress (2019-2020) **Rebuild America Now Act**

Sponsor: Sen. Sullivan, Dan [R-AK] (Introduced 05/16/2019) Cosponsors: (4)

Committee: Environment and Public Works. To improve the processes by which environmental documents are prepared and permits and applications are processed and regulated by Federal departments and agencies, and for other purposes.

H.R.3134 — 116th Congress (2019-2020) **To direct the Secretary of Transportation to assist States to rehabilitate or replace certain bridges, and for other purposes.** Sponsor: Rep.

Langevin, James R. [D-RI-2] (Introduced 06/05/2019) Cosponsors: (2)

Committee: Transportation and Infrastructure. To direct the Secretary of Transportation to assist States to rehabilitate or replace certain bridges, and for other purposes.

understand as much as possible with regard to this new strain of virus, according to health experts.

This is not a cold. This is not the flu.

Symptoms include fever, cough and difficulty breathing as with other mild to severe respiratory illnesses.

Many residents are

firming the first case in the county. The second case was announced late Tuesday. More cases are expected.

"We expect to see

while treating a patient in Solano County. On Monday, it was reported that the health worker was remaining isolated at home

during interm on a Princes that depart Francisco to same Feb. 1.

FUN AT FIRE STATION 34



From left, Juan Deigo Martinez, 7, Destiny Martinez, 6, and Lincoln Firefighter Anthony Murillo are in front of a fire truck at Lincoln Fire Station 34 on Saturday during the station's open house event.

MATTHEW NOBERT • LINCOLN NEWS MESSENGER

BY MATTHEW NOBERT
OF THE LINCOLN NEWS MESSENGER

Lincoln Fire Station 34's open house event Saturday was in partnership with the Placer County Transportation Planning Agency to gather support for the half-cent transportation sales tax measure.

According to Placer County Transportation Planning Agency executive director Mike Luken, Saturday's event attracted about 100 visitors over four hours.

Juan Diego Martinez, 7, said

that his favorite part was being able to climb into the truck. His sister, Destiny Martinez, 6, said that her favorite part was seeing

"Events like these are a great way for kids and adults to learn some fire safety basics,"

said Lincoln Firefighter Anthony Murillo.

the tools that the firefighters use.

"Events like these are a great

way for kids and adults to learn some fire safety basics," said Lincoln Firefighter Anthony Murillo.

"These events allow the public to know the capabilities of a fire department and how we operate overall," Murillo said. "It also allows us to reinforce simple procedures like calling 9-1-1 and knowing when to change the batteries in your smoke detector."

Lincoln Fire Station 34, at 126 Joiner Parkway, is one of three fire stations in Lincoln.

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