



OregonMETRO Regional Leadership Forum

# Measure BB Victory: Strategies for Successful Voter-Approved Infrastructure Funding



A presentation by Alameda County Transportation Commission:  
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# Alameda County

## A CENTRAL REGIONAL HUB

- California ranked 6<sup>th</sup> largest economy in the world
- Alameda County – 7th largest county in state: 1.6 million people
- One of 20 Self-Help Counties
- Diverse geography—urban/rural
- Diverse economy



# Alameda CTC Background

- **Mission:** plan, fund and deliver projects and programs to expand access, improve mobility and foster a vibrant and livable Alameda County
- **Governance:** Commission composed of 22 elected officials representing all County supervisorial districts, cities, BART and AC Transit – a joint powers authority
- **Budget:** annual capital and operating budget of \$310 million
- **Staff:** small and highly effective staff running a very efficient and streamlined agency



# Common Challenges

- Funding shortfalls
- Diverse needs and areas
- Congestion
- Aging population
- Climate change



# Local Money

**1986**  
Voters approved original Measure B, a ½-cent creating the Alameda County Transportation Authority (ACTA)

**1991**  
Alameda County Congestion Management Agency (ACCMA) was created by a JPA between Alameda County and all its cities

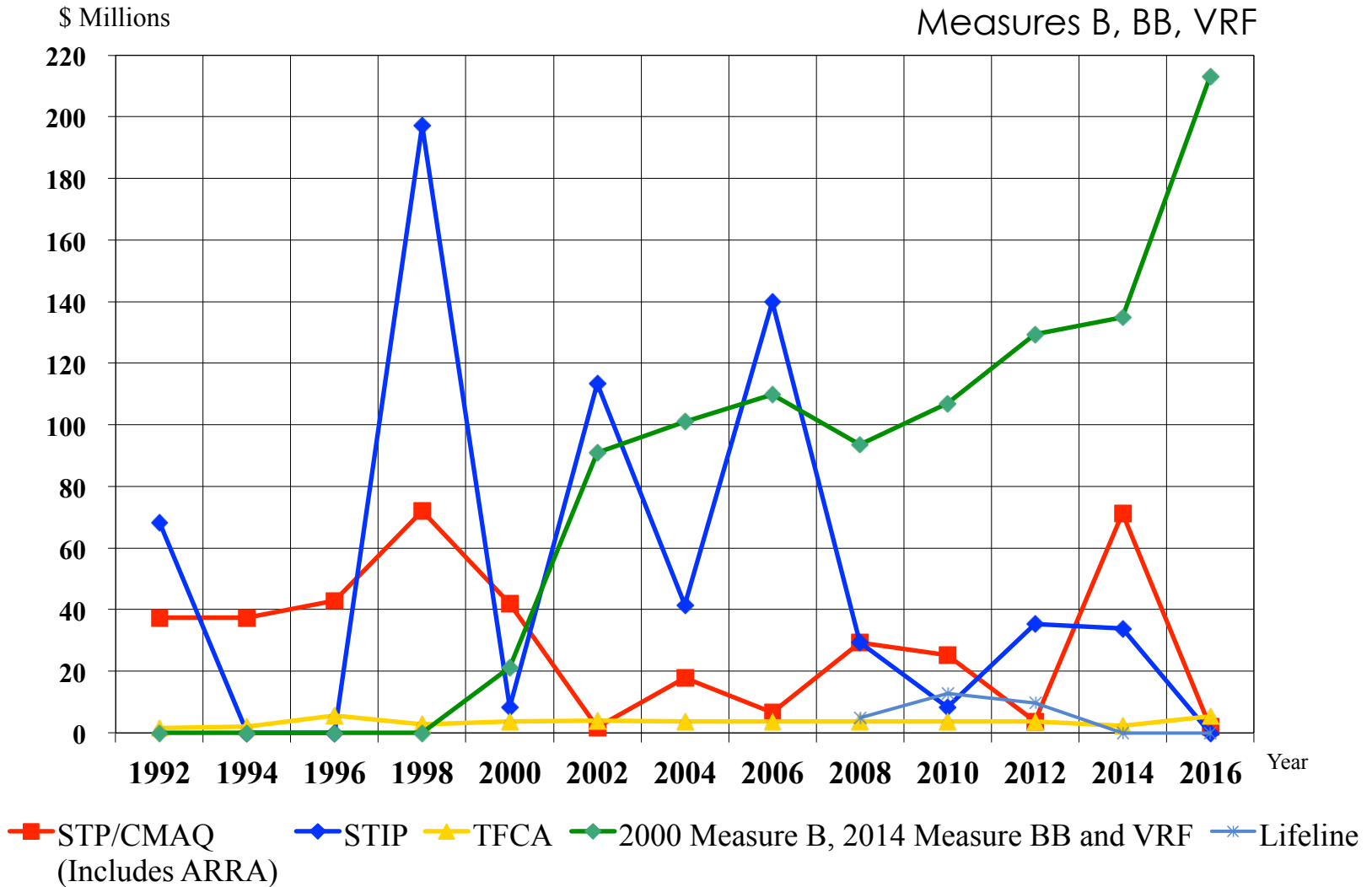
**2000**  
81.5% voter-approval of a 20-year, \$1.4B extension of the transportation sales tax, creating Alameda County Transportation Improvement Authority (ACTIA)

**2010**  
Measure F, Alameda County Vehicle Registration Fee Program, generates approximately \$11M per year with the voter-approved collection of \$10 per year vehicle

**2012**  
700 vote shortfall of the 2012 Measure B ballot initiative effort

**2014**  
70.76% voter-approval of Measure BB, an \$8B transportation sales tax that augments 2000 Measure B ½-cent sales tax by an additional ½-cent (4/1/2015-3/31/2022) and extends to one-cent (4/1/2022-3/31/2045).

# State vs. Local Programming Levels



# Transit

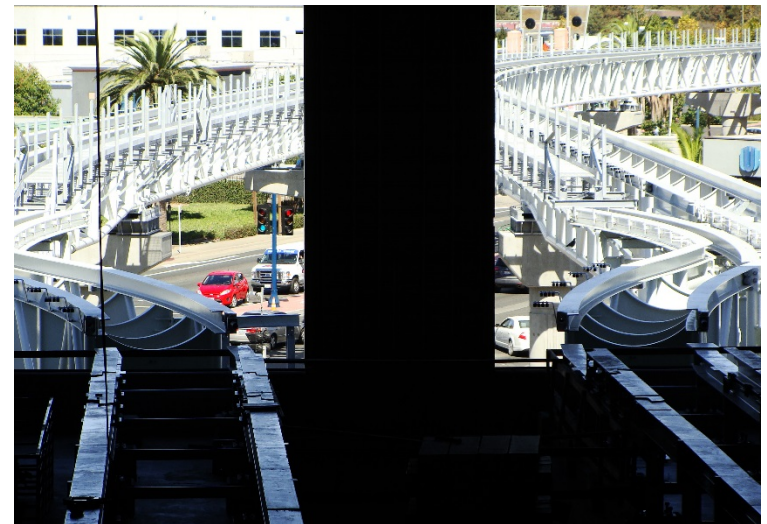
## BART WARM SPRINGS EXTENSION



## AC TRANSIT BUS RAPID TRANSIT



## OAKLAND AIRPORT CONNECTOR



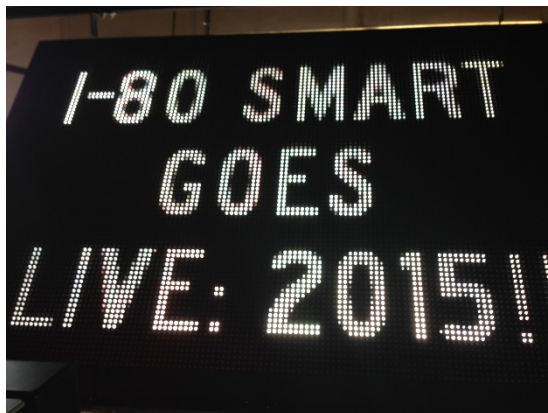


# Roads

EXPRESS LANES



INTERSTATE 80 INTEGRATED  
CORRIDOR MOBILITY(ICM)



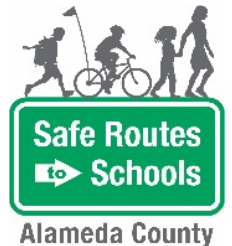


# Active Transportation

AFFORDABLE STUDENT TRANSIT PASS PROGRAM



EAST BAY GREENWAY



SAFE ROUTES TO SCHOOLS



# Groundwork

## BASELINE ENGAGEMENT

- Education and engagement as part of ongoing relationship with the community and partners



# Relationships

## PREPARING FOR A SUCCESSFUL EDUCATIONAL STRATEGY

- Ongoing relationship with community organizations that build support and momentum for public approval
  - Chambers of commerce and local businesses
  - Organizations that benefit from funds
    - Trades
    - Unions
    - Transit operators
  - Nonprofits





# Leadership

## RELATIONSHIPS AND SUSTAINED SUPPORT

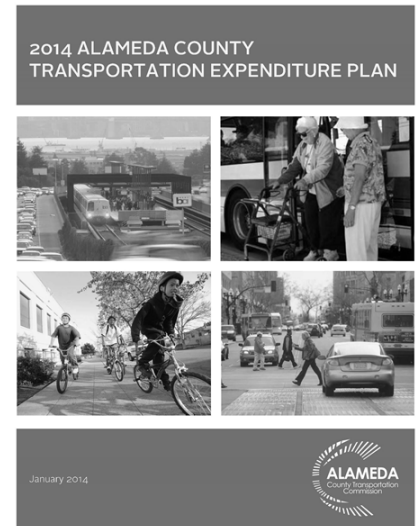
- Ongoing relationship with local elected leaders as opinion leaders and influencers in the local community
  - County supervisors
  - Mayors
  - City council members
  - Local and regional commissions and boards
- Numerous votes of support required





# Building a Compelling Expenditure Plan

- Involve broad base of stakeholders and elected officials in expenditure plan development
  - Be flexible to make changes that result in their support
  - People support what they help create
- Craft a balanced plan that meets diverse needs and can pass voter threshold (66.67% required in CA)
  - Differences between the 2012 and 2014 Transportation Expenditure Plan
    - Sunset date (included in 2014 Plan)
    - Increased accountability language



# Organizing and Delivering Appropriate Messaging

- Preparing diverse messaging for diverse constituent groups
  - Tailor message
  - Test messages to ensure they resonate
- Responding to naysayers
  - Listen to arguments
  - Patiently reiterate facts and support data
  - Dispel myths and misconceptions



# Return on Investment

- Local jobs creation
- Expanded economic activity
- Projects that pay for themselves
  - Express lanes



**2014 Transportation Expenditure Plan Return on Investment**

Alameda County's 2014 Transportation Expenditure Plan lays out investments of almost \$8 billion over 30 years to increase mobility, relieve congestion, and upgrade technology. Plan objectives include:

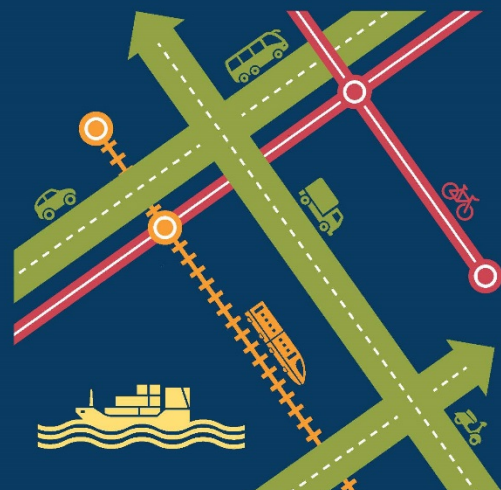
- Expand and improve transit services, including BART, buses, and ferries
- Keep fares affordable for seniors, youth, and people with disabilities
- Provide traffic relief with road maintenance, upgrades, and new technology
- Improve air quality and clean transportation with pedestrian, bicycle, and transit infrastructure
- Create jobs in Alameda County through local contracting and well-functioning transportation systems



**\$8B** plan supports  
**\$20B** economic activity  
creating nearly  
**150,000** jobs

## In The Fast Lane:

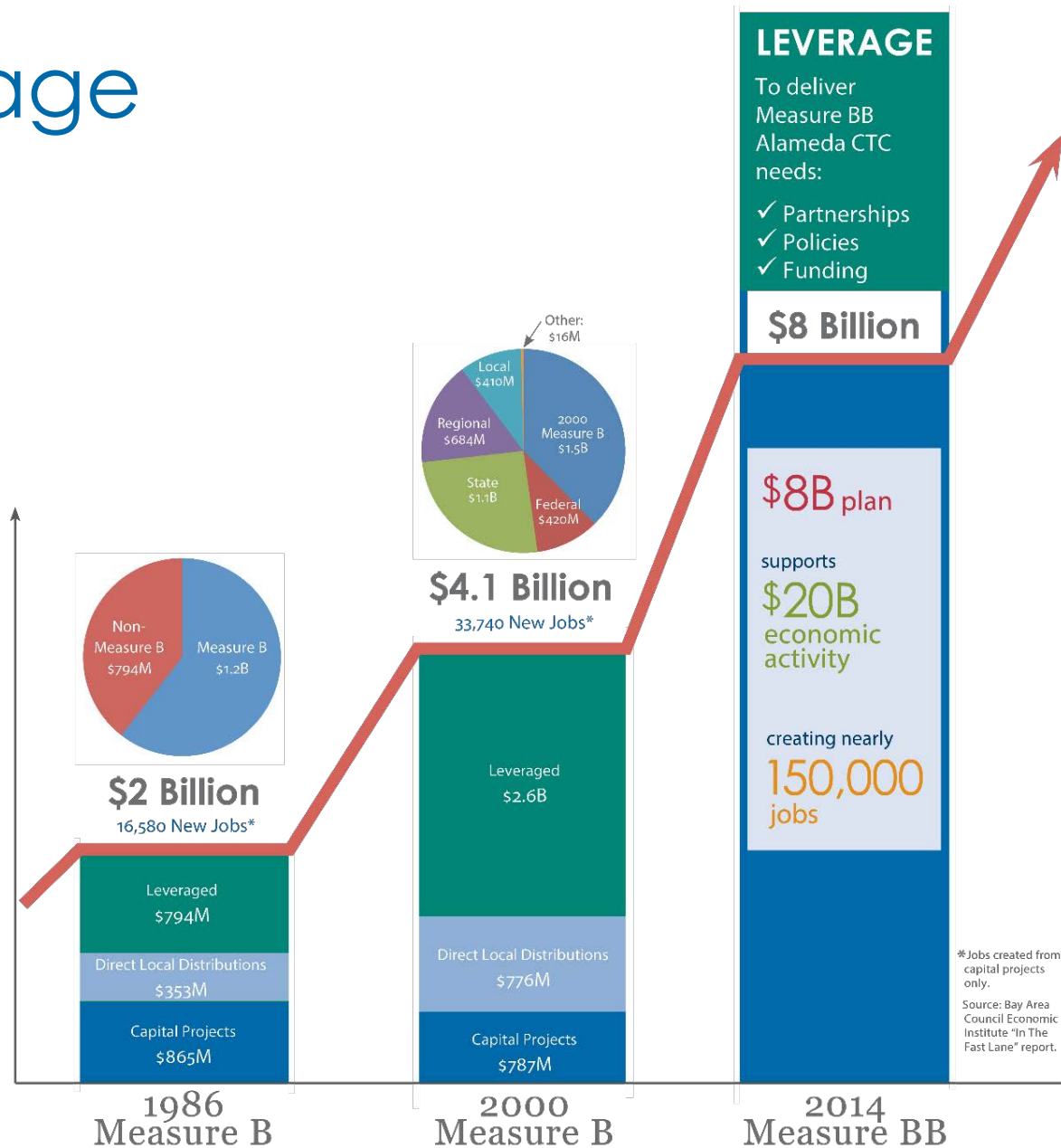
Improving Reliability, Stabilizing Local Funding, and Enabling the Transportation Systems of the Future in Alameda County



An exploration of Alameda County's transportation systems, how they are funded, what role they play in supporting economic growth, and what changes are needed to ensure a prosperous future.  
An analysis prepared by the Bay Area Council Economic Institute.

**BAY AREA COUNCIL ECONOMIC INSTITUTE**  
Connecting business, labor, government and education

# Leverage





# Tools for Organizing and Delivering Appropriate Messaging

- Website as an educational tool
  - Prominent placement of information
    - Simple communication of issue and need
    - How funds will be used/ community and regional benefits
    - Accountability

ALAMEDA COUNTY TRANSPORTATION COMMISSION

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Planning > 2014 Transportation Expenditure Plan

**Measure BB passed with 70 percent voter support: funds 30-year Transportation Expenditure Plan**

Measure BB, approved by Alameda County voters on November 4, 2014, will generate nearly \$8 billion over 30 years for essential transportation improvements in every city throughout Alameda County. See [election results map](#). Funds begin flowing to municipalities and transit agencies in summer 2015. See [Measure BB FY2015-16 sales tax revenue allocation projections](#).

Measure BB funds the [2014 Transportation Expenditure Plan \(2014 Plan\)](#), which was unanimously approved by the Alameda County Transportation Commission at its January 2014 meeting. An [economic analysis](#) by the Bay Area Council Economic Institute reports that the Plan will yield \$20 billion in total economic activity in the Bay Area and 150,000 full-time equivalent jobs.

The 2014 Expenditure Plan will:

- **Expand BART, bus and commuter rail for reliable, safe and fast services**, including BART expansion and improvements within Alameda County, bus service expansion and commuter rail service improvements.
- **Keep fares affordable for seniors, youth and people with disabilities**, including affordable senior shuttles, vans and services that help keep seniors independent, and critical funding for student transit; passes to ensure youth can affordably get to school. It also funds reliable and inexpensive transportation for people with disabilities.
- **Provide traffic relief**, including funds to every city in the County to repave streets, fill potholes and upgrade local transportation infrastructure. It also invests in aging highway corridors to upgrade on and off ramps, using modern technology to manage traffic and improve safety.
- **Improve air quality and provide clean transportation** by reducing pollution using innovative technology and expanding bike and pedestrian paths, and BART, bus and commuter rail expansion and operations.
- **Create good jobs within Alameda County** by requiring local contracting that supports residents and businesses in Alameda County.

Strict accountability and performance measures ensure delivery. The 30-year Plan includes strict accountability measures to ensure all \$8 billion for County transportation improvements are spent on approved projects. It requires open and transparent public processes to allocate funds, annual independent audits, an independent watchdog committee made up of people who live in Alameda County and annual compliance reports distributed to the public that detail costs and how specific performance measures are met.

Alameda CTC sought and received unanimous approval of the 2014 Transportation Expenditure Plan by each of Alameda County's 14 cities, and by the County Board of Supervisors. [View the calendar](#) of these meetings.

**2014 Plan Informational Postcards**  
 Please add this link if you would like to receive hard copies of any of these Measure BB educational cards. Click on the image below to download a PDF version of the card. [Click here](#) to download a PDF of the general TEP educational postcard ([Consider the Future of Transportation](#)) in English, Spanish and Chinese versions of these postcards are below.



**Cartas en español**  
 Considere el futuro del transporte  
 Considere el futuro del BART  
 Considere el futuro de los buses de tránsito  
 Considere el futuro de ciclistas y peatones  
 Considere el futuro de nuestras calles locales  
 Considere el futuro del transporte para personas mayores y con discapacidades  
 Viaje a la escuela con un precio asequible

# Measure BB Approved by 70.76%

- Measure BB benefits

- Expand BART, bus and commuter rail for reliable, safe and fast services
- Keep fares affordable for seniors, youth and people with disabilities
- Provide traffic relief
- Improve air quality and provide clean transportation
- Create good jobs within Alameda County

- Direct local funds distributed to cities and transit agencies beginning summer 2015

- Funding nearly doubles due to Measure BB

**\$ 8B** plan supports  
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# Thank you

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