



Meeting Notice

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

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Commission Vice Chair
Councilmember Rebecca Kaplan,
City of Oakland

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Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

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Vice Mayor Marilyn Ezzy Ashcraft

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City of Berkeley
Councilmember Laurie Capitelli

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Mayor Tim Sbranti

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Councilmember Ruth Atkin

City of Fremont
Councilmember Suzanne Chan

City of Hayward
Councilmember Marvin Peixoto

City of Livermore
Mayor John Marchand

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Mayor Jerry Thome

City of San Leandro
Vice Mayor Michael Gregory

City of Union City
Mayor Carol DuTra-Vernaci

Executive Director
Arthur L. Dao

Transportation Expenditure Plan Steering Committee

Thursday, January 23, 2014, 11:30 a.m.

1111 Broadway, Suite 800
Oakland, CA 94607

Mission Statement

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.

Public Comments

Public comments are limited to 3 minutes. Items not on the agenda are covered during the Public Comment section of the meeting, and items specific to an agenda item are covered during that agenda item discussion. If you wish to make a comment, fill out a speaker card, hand it to the clerk of the Commission, and wait until the chair calls your name. When you are summoned, come to the microphone and give your name and comment.

Reminder

Please turn off your cell phones during the meeting. Please do not wear scented products so individuals with environmental sensitivities may attend the meeting.

Glossary of Acronyms

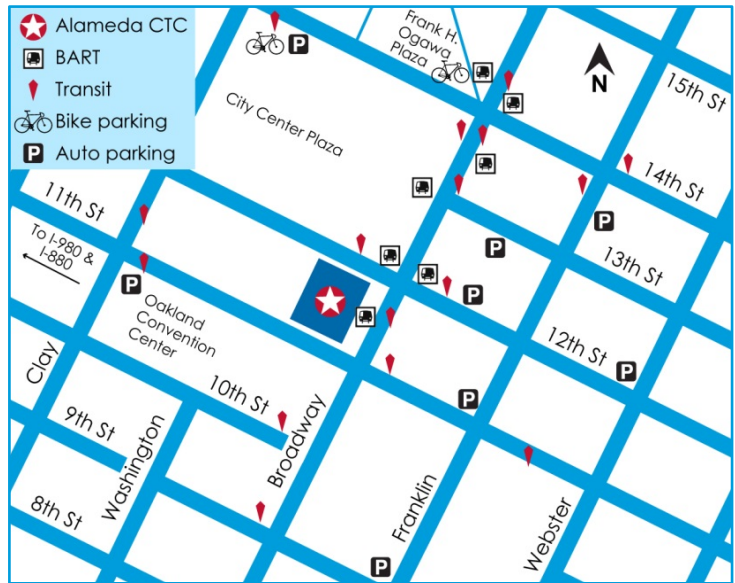
A glossary that includes frequently used acronyms is available on the Alameda CTC website at www.AlamedaCTC.org/app_pages/view/8081.

Location Map

Alameda CTC

1111 Broadway, Suite 800
Oakland, CA 94607

Alameda CTC is accessible by multiple transportation modes. The office is conveniently located near the 12th Street/City Center BART station and many AC Transit bus lines. Bicycle parking is available on the street and in the BART station as well as in electronic lockers at 14th Street and Broadway near Frank Ogawa Plaza (requires purchase of key card from bikelink.org).



Garage parking is located beneath City Center, accessible via entrances on 14th Street between 1300 Clay Street and 505 14th Street buildings, or via 11th Street just past Clay Street. To plan your trip to Alameda CTC visit www.511.org.

Accessibility

Public meetings at Alameda CTC are wheelchair accessible under the Americans with Disabilities Act. Guide and assistance dogs are welcome. Call 510-893-3347 (Voice) or 510-834-6754 (TTD) five days in advance to request a sign-language interpreter.



Meeting Schedule

The Alameda CTC meeting calendar lists all public meetings and is available at www.AlamedaCTC.org/events/upcoming/now.

Paperless Policy

On March 28, 2013, the Alameda CTC Commission approved the implementation of paperless meeting packet distribution. Hard copies are available by request only. Agendas and all accompanying staff reports are available electronically on the Alameda CTC website at www.AlamedaCTC.org/events/month/now.

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Transportation Expenditure Plan Steering Committee Meeting Agenda Thursday, January 23, 2014, 11:30 a.m.

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Chair: Supervisor Scott Haggerty,
Alameda County, District 1

Vice Chair: Councilmember Rebecca Kaplan,
City of Oakland

Commissioners: Ruth Atkin, Tom Blalock, Laurie Capitelli, Keith Carson, Michael Gregory, Bill Harrison, John Marchand, Nate Miley, Elsa Ortiz, Marvin Peixoto, Tim Sbranti

Executive Director: Arthur L. Dao

Clerk: Vanessa Lee

1.	Welcome and Roll Call	Page	A/I*
2.	<u>Steering Committee Meeting Minutes</u> Recommendation: Approve the December 5, 2013 Transportation Expenditure Plan (TEP) Steering Committee Meeting Minutes.	1	A
3.	Outreach Update (Verbal)		I
4.	<u>Transportation Expenditure Plan</u> Recommendation: Receive an update on and approve the revised 2014 Transportation Expenditure Plan, direct staff to seek approval of the Plan from Alameda County City Councils and the Board of Supervisors, and authorize the Executive Director to procure future polling services for the 2014 TEP.	3	A
5.	<u>TEP Implementation Schedule</u> Recommendation: Approve the TEP implementation schedule.	9	A
6.	Member Reports (Verbal)		
7.	Adjournment		

Next Meeting: February 27, 2014 at 11:30 a.m.

All items on the agenda are subject to action and/or change by the Commission.

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Transportation Expenditure Plan Steering Committee Meeting Minutes Thursday, December 5, 2013, 1:30 p.m.

2.0

1111 Broadway, Suite 800, Oakland, CA 94607

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1. Welcome and Roll Call

Chair Scott Haggerty called the meeting to order. Alameda CTC staff conducted a roll call and confirmed a quorum.

Steering Committee members in attendance: Supervisor Scott Haggerty, Alameda County, District 1; Councilmember Rebecca Kaplan, City of Oakland; Councilmember Ruth Atkin, City of Emeryville; Director Tom Blalock, BART; Councilmember Laurie Capitelli, City of Berkeley; Councilmember Michael Gregory, City of San Leandro; Mayor John Marchand, City of Livermore; Supervisor Nate Miley, Alameda County, District 4; Councilmember Marvin Peixoto, City of Hayward; Mayor Tim Sbranti, City of Dublin

Alameda CTC staff and consultants: Arthur L. Dao, Executive Director; Tess Lengyel, Deputy Director of Planning and Policy; Vanessa Lee, Clerk of the Commission; Angie Ayers, Public Meeting Coordinator

2. Steering Committee Meeting Minutes

Commissioner Blalock made a motion to approve the October 24, 2013 minutes. Commissioner Atkin seconded the motion. The motion passed unanimously (10-0).

3. Transportation Expenditure Plan

Tess Lengyel reviewed the modifications of the 2012 Transportation Expenditure Plan (TEP) as follows:

- Sunset date: Insertion of a 30-year sunset date was made to reflect sales tax collection from 2015 to 2045, based on voter approval of a measure in November 2014. All dates and associated language were changed throughout the plan to reflect the inclusion of the sunset date.
- Modified language for public understanding:
 - The category "Mass Transit" was renamed "BART, Bus, Senior and Youth Transit."
 - "Specialized Transit" was changed to "Affordable Transit for Seniors and Persons with Disabilities."
 - "Highway Efficiency and Freight" was changed to "Highway and Freight Improvements for Economic Development."
 - "Sustainable Land Use and Transportation Linkages" was changed to "Local Community Investments," and its subset was changed from "Priority Development Area/Transit Oriented Development" to "Community Investments That Improve Transit Connections to Jobs and Schools."
 - The term "pass-through" funding was eliminated because it was confusing to the public, good jobs was included to reflect the polling results showing support for economic development and jobs, and minor text corrections were made throughout.

Overall, the Steering Committee agreed that staff will reach out to organizations such as League of Women Voters and the Sierra Club to address concerns regarding the 2014 TEP before the Commission adopts it.

The Steering Committee discussed the possibility of AC Transit placing a measure on the 2014 ballot at the same time as the TEP and noted that could have a negative effect on the vote for the TEP. A member noted that the AC Transit representative, Commissioner Ortiz previously had requested the Commission consider the eligibility of AC Transit services in the Dumbarton Corridor for Regional Measure 2 funding.

After discussion regarding clerical and technical modifications to the 2014 TEP, the Steering Committee formed an Ad Hoc Committee to work with staff to review and update the TEP. The Ad Hoc Committee will consist of the following Commissioners:

- Supervisor Haggerty
- Councilmember Kaplan
- Councilmember Capitelli
- Mayor Marchand

The Steering Committee members agreed that they will notify Art Dao if they would like Alameda CTC staff to speak with a particular group.

The TEP Steering Committee postponed approval of this agenda item until after staff meets with the League of Women Voters and the Sierra Club. This agenda item is postponed to the January 2014 Steering Committee meeting on January 23rd at 11:30 a.m.

4. TEP Implementation Schedule

The TEP Steering Committee members agreed to postpone the approval of this agenda item until after adoption of the TEP.

5. Member Reports

None

6. Adjournment

The meeting adjourned at 12:50 p.m. The next meeting is scheduled for January 23, 2014 at 11:30 a.m. at Alameda CTC offices.



Memorandum

4.0

1111 Broadway, Suite 800, Oakland, CA 94607

• PH: (510) 208-7400

• www.AlamedaCTC.org

DATE: January 16, 2014

SUBJECT: 2014 Transportation Expenditure Plan

RECOMMENDATION: Approve the 2014 Transportation Expenditure Plan, direct staff to seek approval of the Plan from Alameda County City Councils and the Board of Supervisors to place on the November 4, 2014 ballot, and authorize future polling services for the 2014 TEP.

Summary

Prior to the December 2013 Commission meeting, Alameda CTC updated the 2012 Transportation Expenditure Plan (TEP) to include a 30-year sunset date, modify one project description due to the loss of external funding sources, and modify language so it is more understandable to the public, based upon a public opinion survey and focus groups conducted in fall 2013. The TEP Ad Hoc Committee made additional updates in January 2014 in response to Commission input to make the language easier to understand and to respond to stakeholder input. The Steering Committee recommends Commission approval of the revised 2014 TEP and to direct staff to seek approvals from Alameda County city councils and the Board of Supervisors by no later than July 2014 for placement on the November 4, 2014 ballot. This recommendation also includes approval of polling services for the 2014 TEP within the Executive Director's contracting authority.

Background

Alameda County's existing sales tax, Measure B, was first approved by voters in 1986, and reauthorized in 2000 with the support of 81.5 percent of Alameda County voters.

On November 6, 2012, the Alameda County ballot included Measure B1, a measure to increase the existing half-cent county transaction and use tax for transportation by an additional half-cent cent, and maintain it in perpetuity. The measure received 66.53 percent of voter support, not enough to surpass the state's two-thirds requirement for passage of voter-approved taxes.

Alameda County has benefited from more than 25 years of local transportation sales tax funding, which far exceeds annual amounts from either state or federal funds. Because the measure lost by a very small margin, 721 votes, the Alameda CTC intends to return to the

voters for approval of an extension of the current Measure B, which expires on March 31, 2022.

TEP Steering and Ad Hoc Committees Activities

The Commission formed an Ad Hoc Committee in June 2013, a Steering Committee in September 2013, and a second Ad Hoc Committee in December 2013 to review and update the Transportation Expenditure Plan in preparation for reauthorization of Measure B. Alameda CTC also worked with a consultant to conduct polling. Activities were as follows.

July 2013: The Ad Hoc Committee of Alameda CTC Commissioners met to address next steps for moving forward with a TEP on the ballot, including focus groups in each area of the county as well as performing a public opinion survey to identify issues and evaluate support for the transportation elements included in the 2012 TEP, test a sunset date, and assess overall support for another transportation measure on the ballot.

August 2013: Four focus groups representing each area of the county provided input on the transportation sales tax measure and ballot language.

September 2013: A public opinion survey of registered voters was conducted throughout Alameda County in September. Alameda CTC staff and consultants presented results of the focus groups and polling questions to the Steering Committee and the full Commission.

The Steering Committee and Commissioners requested additional information on addressing the importance of different types of transportation investments in the different areas of the county, as well as more information on the demographics and propensity of voter support for transportation investments in each area.

Commission members approved establishing a sunset date for inclusion in a future TEP and a recommendation to not open up the TEP for major negotiations. The only changes to the TEP requested were to:

1. Address inclusion of the sunset date; and
2. Update the project description for the Dumbarton Rail Corridor, which lost external funds, and reflect the agreement of the Tri-cities (Fremont, Newark and Union City) for transportation improvements in the Dumbarton Corridor area.

October 2013: The Steering Committee and Commission received a presentation on area-specific information from polling. Based upon the polling results that showed overall support above the two-thirds voter threshold needed to pass a measure, the Steering Committee recommended the following, and the Commission gave approval to:

- Place a measure on the ballot in 2014.
- Conduct an economic analysis of TEP working with the Bay Area Council and East Bay Economic Development Agency (see item 3B of the December 5, 2013 Steering

Committee meeting agenda packet for a summary of the purpose and approach to this effort).

- Finalize a 2014 TEP with redline markups and bring it to the Steering Committee and Commission for approval at their December meetings.

December 2013: The Steering Committee and Commissioners discussed the changes to the TEP, and agreed that further modifications to the TEP were required to make it more understandable to the public, based upon a public opinion survey and focus groups conducted in fall 2013. In addition, staff was directed to reach out to stakeholder organizations such as the League of Women Voters and the Sierra Club to address their concerns before the Commission adopts the final TEP. The Steering Committee formed an Ad Hoc Committee of four Commissioners to work with staff to review and further update the TEP. The Commission postponed adoption of the TEP and implementation schedule until January 2014.

December through January 2014: Meetings were held with the League of Women Voters and Sierra Club members, and the Ad Hoc Committee addressed changes in the TEP.

Primary Changes to the TEP

The changes in the 2014 TEP reflect priorities previously identified in the polling and include changes described below. There were no changes to project or program funding amounts.

- **General changes:** The revised TEP brings up key points earlier and more clearly, and highlights the accountability measures and benefits of the plan. The revisions also:
 - Summarize and reorder bulleted lists to more clearly articulate the intent of the expenditures.
 - Eliminate references to the merger since that occurred almost four years ago.
 - Reduce the description of the plan development in relation to the long-range Countywide Transportation Plan that is a few years old.
- **Executive Summary:** A new summary highlights the priority investments and brings to the front of the document the accountability measures.
 - A new summary table highlights the investments.
 - The former Appendix A table, which includes more detail on projects, moved into the Executive Summary.
- **Transportation Investment** chapter changes:

- o Staff modified the titles of the funding categories to reflect polling results, make them easier to understand and more meaningful to the public. Titles of funding categories are now as follows:
 - BART, Bus, Senior and Youth Transit (formerly Mass Transit)
 - Local Streets Maintenance and Safety (formerly Local Streets and Roads)
 - Traffic Relief on Highways (formerly Highways Efficiency, Freight and Economic Development)
 - Bicycle and Pedestrian Paths and Safety (formerly Bicycle and Pedestrian Infrastructure)
 - Community Development Investments (formerly Sustainable Transportation and Land Use Linkages)
 - Technology and Innovation (remained the same)
- o A new paragraph in the introduction clarifies the use of express lane funds for reinvestment in the corridor to fund transit projects and operations.
- o In the “BART, Bus, Senior and Youth Transit” section, the project description for the “Dumbarton Rail Corridor Implementation project” was changed to “Dumbarton Corridor Area Transportation Improvement projects.” It was revised to remove rail and to add transit operations across the Dumbarton Bridge, transit oriented development and priority development area, local streets, and bicycle/pedestrian infrastructure investments within the cities of Fremont, Newark, and Union City.
- o Detail in the “Traffic Relief on Highways” section articulates how net revenues from the express lane projects will also fund transit projects and operations.
- o A new paragraph in the “Community Development Investments” section addresses non-displacement
- o The addition of shuttles to the “Technology and Innovation” section was in response to Commissioners’ requests to include shuttles.
- **Implementing Guidelines** chapter changes: A new paragraph identifies performance measures and cost effectiveness that the Independent Watchdog Committee will review and report to the public annually.

Previous Changes to the TEP Included in the Final Draft

- **Sunset date:** Insertion of a 30-year sunset date reflects sales tax collection from 2015 through 2045, based on voter approval of a measure in November 2014. All dates and associated language were changed throughout to reflect the inclusion of the sunset date.
- **General changes:** Alameda CTC eliminated the term “pass-through” funding because it was confusing to the public; included “good jobs” to reflect the polling results that showed support for economic development and jobs; and made minor text corrections throughout.

Next Steps

Based on approval of this recommendation, staff will seek approvals of the 2014 TEP from cities and the Board of Supervisors by no later than July 2014 to place a measure on the November 4, 2014 ballot. Once the plan is approved by the Commission, Alameda CTC will develop public educational materials for each type of investment to clearly convey in easy-to-understand terms its purpose, need, and benefit.

Fiscal Impact: Funding for future polling services within the Executive Directors authority will be authorized. The Executive Director has contracting authority up to and including \$75,000.

Attachments

- A. [2014 Alameda County Transportation Expenditure Plan](#) (hyperlinked to web)
- B. 2014 Alameda County Transportation Expenditure Plan Schedule

Staff Contact

[Tess Lengyel](#), Deputy Director of Planning and Policy

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Transportation Expenditure Plan Implementation Plan for Fiscal Years 2013-2015

Task	Planned Due Date	Fiscal Year 2013-2014												Fiscal Year 2014-2015				Notes	
		October	November	December	January	February	March	April	May	June	July	August	September	October	November				
Approve Timing of Ballot Measure Placement	10/24/13	Approve November 2014 ballot placement																	
Determine Length of Plan	Nov-13	Determine length of sales tax measure; determine collection date start																	
Revise Existing TEP and Meet with Stakeholders	Nov-13	Make minor changes to existing TEP and meet with stakeholders to get buy-in																	
Adopt Final 2014 TEP	Jan-14	Adopt Final 2014 TEP																	
Seek TEP Approvals from City Councils and Board of Supervisors	Jul-14																		
Perform Polling																			
Approve Placement of Measure on Ballot; Perform Ongoing Agency Outreach and Education	Nov-14																		
Election Day	Nov-14																		

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