



Steering Committee Meeting

August 27, 2025

Meeting Agenda

Item 1: Welcome & Overview of the Meeting

Item 2: Progress to Date

Item 3: Group Exercise - Subcategories Within General Categories

Item 4: Final Vote - Subcategories Within General Categories

Item 5: 20- vs. 30-Year Measure Duration

Item 6: What's Next and How Will We Get There?

Item 7: Meeting Close Out

Item 8: Adjournment

Item 1:

Welcome & Overview



Welcome & Overview

- Welcome Back
- An Analogy: The Bridge

Item 2: Progress To Date



Progress To Date

- **Brought major engagement and renewal efforts together** to one table and process
- **Engaged and received input** from over 3,000 residents to date
- **Provided educational briefings** on current Measure C and transportation issues for Steering Committee
- **Adopted** a Shared Vision
- **Adopted** Guiding Principles

Progress To Date (continues...)

Adopted General Categories of the Measure

- Existing Neighborhood Roads
- Public Transportation
- Active Transportation
- Regional Connectivity
- Other
- Administration

Item 3: Group Exercise

Subcategories within General Categories



Opening Group Exercise

Instructions:

- Get together with 2-3 people and ask each other: “What is most important to you about Measure C and why?”
- You have 3 minutes!
- Reconvene & Report Out (For 3 minutes...)
 - Simply shout out what you heard in your subgroups
 - Want you to spontaneously share what you heard—No elaboration, just rapid responses around the room

Item 4: Final Vote

Subcategories with General Categories



Finalizing Subcategories – Part 1

Instructions:

- Poster Boards around the room
 - All 6 General Categories (with current Subcategories)). Also have Vision, Guiding Principles posted)
 - Take 20 min to look at each. COG staff will answer any questions.
 - Add any Subcategories you think are missing. Remember, they should connect to:
 - Vision
 - Guiding Principles
 - Community Input
 - Best practices (other self-help counties)

(You have 20 minutes.))

Finalizing Subcategories – Part 2

Instructions:

- To save time, suggest we skip the “poll” of whether to vote on a Subcategory and just go directly to a vote on each proposed new Subcategory
- If you are proposing a new Subcategory,
 - Make a motion
 - Get 2 “seconds”
 - Get a max. of 2 minutes to state your case.
 - Vote (if 70% or more of those voting vote “yes,” the Subcategory is adopted.

Continue until all the proposed Subcategories have been addressed.

Title

Mentimeter instructions

Item 5:

20- vs. 30- Year Measure Duration



20 vs. 30-Year Measures

- While 20 and 30-year sales tax measures share the goal of raising revenue, their main difference lies in its financial implications.
- A longer-term measure offers greater financial stability, while a shorter-term measure offers more frequent opportunities for assess the priorities of the measure, though there are mechanisms to address reassessment during measures of either length.

20-Year Measures

- A 20-year measure provides more flexibility and accountability as they allow for cities and the county to adapt to changing priorities on a shorter time horizon compared to a longer measure.
- 20-year measures also create less of a long-term tax burden on the community if the voters decide the benefit is no longer worth the cost to taxpayers.

30-Year Measures

- A 30-year measure provides more long-term financial stability, which can be ideal when dealing with large infrastructure projects and for providing financial resources for ongoing maintenance costs. The ability to obtain bonds against future sales tax revenue is easier with a longer measure as well.
- A longer measure would also provide greater certainty that projects will be funded from project development through construction, reducing the risk of interruptions or shortfalls.

20 vs. 30-Year Measures

- Sales tax revenue bonding is a key tool in local government's ability to fund large projects such as a freeway interchange or a public transit corridor improvement.
- Bond lenders assess the stability of the sales tax revenue stream to determine the bonds' credit rating. Higher ratings translate to lower interest costs for the government. A longer sales tax measure assures a more stable funding stream for which to bond against.

20 vs. 30-Year Measures

- Both a 20 and 30-year measure can include built-in reviews of programs at predefined time periods, usually half-way through the measure's time horizon, to adjust the priorities of the measure in response to new economic, climate, or technological changes that impact transportation projects and programs.
- In a 30-year measure there can also be multiple review periods (every 10 years) instead of a single mid-point review.

20 vs. 30-Year Measures

- In a review of transportation sales tax measures in California over the last 40 years, there has generally been a shift towards longer measures (30+ years).
- In Los Angeles and Santa Clara counties, voters have passed permanent measures, usually tied to the specific goal of transit expansion and operations.
- Permanent sales tax measures can only be proposed by a citizen initiative, and not by a government-endorsed measure.

20 vs. 30-Year Measures

- A 20-Year ½ cent sales tax measure between 2027 and 2047 is forecasted to generate a total of \$3.93 billion or an annual average of \$196 million over the 20 years.
- A 30-Year ½ cent sales tax measure between 2027 and 2057 is forecasted to generate a total of \$7.39 billion or an annual average of \$247 million over the 30 years.

Steering Committee Input/Discussion

- No hard vote on “20 v. 30” tonight—that will occur at the next meeting on Sept. 11.
- COG staff wants your input as they begin to prepare financial scenarios for you to consider before you vote on “20 v. 30” on Sept. 11.

Item 6:

What's Next?

How Will We Get There?



Steering Committee Meetings/ Tentative Schedule

September 11 – Allocations Discussion #1

- **COG Staff will discuss the following with the Steering Committee:**
 - What projects are submitted via Regional Transportation Plan (RTP)?
 - What are the goals for each General Category and Subcategory?
 - What have we heard from community input to date?
- **Vote** on 20- vs. 30-year Measure and the opportunity to review
- **Vote** on General Category Allocation - Preliminary ranges, as well as mean, median and mode for each General Category

Steering Committee Meetings/ Tentative Schedule

September 18 – Allocations Discussion #2

- **Final vote** on General Category allocations
- **Decision** on Subcategory allocations

(Note: Additional meetings may be needed between 9/18 and 10/9 to finalize General Category & Subcategory Allocations)

Steering Committee Meetings/ Tentative Schedule

- **October 9** – Implementing Guidelines Discussion #1
- **October 16** – Final Steering Committee Meeting – finalize Implementing Guidelines

Steering Committee Meetings/ Tentative Schedule

Additional Activities

- **September 18** – begin polling process
- **End of October** – final, large community meeting for final review of Steering Committee recommendations
- **Recommendations** to COG, local government agencies, FCTA – November / December

Item 7:

Meeting Close Out



Item 8: Adjournment

