Measure B Coalition Meeting 8/17/18

- Focus of meeting was to narrow down on points for joint letter(s) and presentation to STA.

- Jim analyzed and distilled points from "How to Pass a Mega Transportation Measure"

  ○ Group discussed similarities and differences, including the role of Metro vs. RT

  ○ Decided that Measure M is still an important model to replicate and that members of this coalition need to be well-versed in the intricacies of the measure and how it relates to opportunities here in Sacramento.

  ○ Action Item: Develop a matrix that compares and contrasts the steps of Measure M with the steps being taken here in Sacramento. This will identify the gaps and areas for this coalition to advocate for action.

Measure M	Measure B 2.0
Robust needs assessment	
Developed Regional Framework	

- Need to create a Regional Framework = high level goals + buckets and selection criteria + policies

- General agreement that a Regional Framework should follow:

  ○ High level goals/objectives (derived from MTP/SCS + Measure M)

  ○ Buckets – pots of funding for allocating resources that are in alignment with Regional Framework

  ○ Selection Criteria for ensuring that allocations within buckets are done so in a manner that is consistent with the Regional Framework

  ○ Policies/Process: assurances within both the measure and process that drive implementation, public engagement, etc.

- Outline for letter to STA

  ○ Measure B Failure, Measure M success

  ○ Regional Framework and selection criteria

    ▪ Why important, MTP/SCS, 2050 scoping plan, regional buy-in

    ▪ Public Engagement process for developing the regional framework Selling the measure

      • Messaging, Harvey matrix

- Potential workflow/timeline for Coalition efforts:

  ○ Get STA and jurisdictional buy-in on Regional Framework

  ○ Develop selection criteria

  ○ Identify unmet needs (buckets) + vet with community

- STA presentations

- - 2 presentations
    - 1 – Outline story of Measure B failure and Measure M success. Express that Board and staff have described Measure M as the model.
    - 2 – Return the following month with our outline for the regional framework. Accountability for process
  - Need to set up meeting with Norm Hom
- In developing Regional Framework and list of goals and policies, we have to be careful to differentiate between goals and policies for the measure and for the process.
- Initial list of goals
  - VMT Neutrality
  - Equity as a priority
  - Front load state of good repair and Bike/Ped/Transit investments (may be a policy)
  - Data driven process that relies on robust selection criteria
  - Improves roadway safety
  - Improves our roads
  - Creates a stronger transit system
  - Identifies specific projects and creates pots of competitive funds for others (policy)
  - Transparency/Iterative process (policy)
  - Creates more economically prosperous communities
- Next steps:
  - Create a shared google document for populating:
    - Goals
    - Buckets
    - Selection Criteria
    - Policies
  - Reach out to SACOG for meeting with group
  - Reach out to Norm Hom for meeting about our process
  - Draft a Measure B sign-on letter