



Placer County Transportation Planning Agency

MEMORANDUM

TO: Placer County Board of Supervisors

DATE: June 21, 2022

FROM: Mike Luken
PCTPA Executive Director

SUBJECT: South Placer Transportation Sales Tax Measure

ACTION REQUESTED

That the Board of Supervisors receive a presentation from the PCTPA Executive Director on the April 2022 polling for the South Placer Transportation Sales Tax Measure and future outreach efforts for a potential 2024 ballot measure.

DISCUSSION

There is a structural deficit of local transportation funds for Placer County and especially the Southern part of the County. Rapid regional and South Placer growth and return to normalcy following the Covid-19 pandemic is resulting in severe traffic congestion which is at 105-110% of pre-pandemic levels. The state affords local governments only two methods to fund it's the local share of funding for transportation infrastructure, either a transportation sales tax or a parcel tax. The PCTPA Board has provided direction that a parcel tax would be punitive to Placer property owners and directed staff to pursue a transportation sales tax measure. The only gauge available to aid in the decision whether to place a measure on the ballot, continues to be polling conducted by a professional consultant well versed and experienced in Placer voter issues.

April 2022 polling results were presented to the PCTPA Board on April 27, 2022. The PCPTA Board voted and directed staff to pursue a 2024 potential election as polling results cannot substantially support a 2022 ballot measure at this time.

BACKGROUND

Subcounty District/Countywide Polling

Assembly Bill 1413 was signed into law in October 2019 by the Governor 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. A proposed South Placer County District could be composed of one or more of the contiguous cities/town of Roseville, Rocklin, Lincoln and Loomis. In 2021, the PCTPA Board decided to focus on Rocklin, Roseville and Lincoln as polling results indicated that the rest of the County and Loomis did not support such a measure.

Placer County Board of Supervisors
South Placer Transportation Sales Tax Measure
June 21, 2022
Page 2

Sales Tax Projection for Contiguous Cities/Town

Three billion dollars in transportation improvements in all modes are needed in South Placer over the next 30 years. After applying local impact fees, there is a \$1.0-\$1.2 billion gap in local funding to meet the 50-50 formula to be competitive for state and federal transportation funding programs. Approximately \$1.2 billion could be generated for a proposed 30-year, ½ cent sales tax in the proposed South Placer County District. This very conservative revenue analysis was performed by HDL Companies.

Virtual Workshops/Proposed Expenditure Plan

Staff conducted fourteen (14) virtual workshops in April and May 2021 throughout the County to discuss the proposed expenditure plan for a sales tax measure. Results of these workshops confirmed the original March 2020 expenditure plan and reinforced a focus on the 80/65 Interchange, widening of Highway 65, funding for city roadway expansions and rehabilitation, public transit, and alternative modes (bike/ped). A larger focus on transit was not supported by these workshops or polling data.

Prior Polling Results

Polling was conducted in June 2021 which resulted in 64 percent support in the cities of Lincoln, Rocklin, and Roseville for a ½ cent transportation sales tax measure. Polling was then conducted in late November/Early December 2021 shortly after the restrictions of the Delta variant were lifted that resulted in 63 percent support for the measure. The PCTPA Board directed staff to conduct a final poll in April 2022 to determine whether a November 2022 ballot measure is possible or to defer it until 2024.

PCTPA Staff has scheduled time in front of all town councils, city councils and the Board of Supervisors in May-July to hear an update by PCTPA staff on the polling results and outreach strategy.

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