


MEMORANDUM

TO: Consulting Firms (see attached list)

FR: Steve VanDenburgh, Deputy Director 

RE: Request for Proposals for Preparation of Measure A Strategic Plan

DT: February 23, 2009

The Santa Barbara County Association of Governments (SBCAG) is soliciting proposals from qualified consultants or teams of consultants interested in preparing a strategic plan to guide the implementation of Measure A, a 30 year, half-cent transportation sales tax approved by county voters on November 4, 2008.

Proposals from firms interested in this project must be received by SBCAG no later than March 19, 2009 at 4 p.m. SBCAG intends to have a consultant under contract in April and working on the project starting May 1 with the goal of completing the plan by the end of 2009.

Thank you for your consideration of this RFP. If you have any questions, please feel free to contact me at the e-mail address or phone number on the RFP cover page.



**REQUEST FOR PROPOSALS
FOR
PREPARATION OF
MEASURE A STRATEGIC PLAN**

DATE ISSUED: February 23, 2009

PROPOSALS DUE: March 19, 2009 at 4PM

CONTACT PERSON: Steve VanDenburgh
Deputy Director

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1.0 INTRODUCTION

The Santa Barbara County Association of Governments (SBCAG) is soliciting proposals from qualified consultants or teams of consultants interested in preparing a strategic plan to guide the implementation of the Measure A transportation sales tax program. Measure A was approved by Santa Barbara County voters in November 2008 with 79% support. Collection of Measure A revenues will begin on April 1, 2010 and expire on March 31, 2040. This Request for Proposals (RFP) describes the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal submitted to SBCAG.

2.0 SBCAG BACKGROUND

SBCAG is the regional planning agency for Santa Barbara County's eight incorporated cities and the county government. While regional transportation planning is its primary role, SBCAG is also responsible for airport land use planning, intercity and interregional transit operations, census data, and regional housing needs. SBCAG's board of directors adopts plans, allocates transportation funds, establishes policies, and develops programs to address these regional issues, which are used by the agency, Caltrans, local governments and transit operators in Santa Barbara County. Citizens, special interest groups, and other agencies are involved in the planning and approval process by participating in SBCAG's committees as well as attending workshops and public meetings.

SBCAG is governed by a thirteen-member board of directors consisting of the five county supervisors and one council member or mayor from the eight cities in the county: Carpinteria, Santa Barbara, Goleta, Buellton, Solvang, Lompoc, Guadalupe, and Santa Maria. In addition to the voting members, the board includes the Caltrans District 5 Director as an ex-officio representative.

The agency has 20 full time staff including an Executive Director, a public information officer, a Deputy Director of Planning with a staff of four, a Deputy Director of Programming and Project Delivery with a staff of four, a Transportation Demand Management manager with a staff of two, a Business Manager with a staff of one, and three administrative assistants.

3.0 MEASURE A BACKGROUND

Measure A was overwhelmingly approved by county voters on November 4, 2008. The new measure becomes effective on April 1, 2010, the day after Measure D expires. Measure D is Santa Barbara County's existing half-cent sales tax for transportation approved by county voters in 1989. Measure A

extends the half-cent sales tax for 30 years and is expected to generate \$1.050 billion in revenue and match or leverage an additional \$500 million in transportation funding from state, federal and other sources.

Measure A will be administered by SBCAG as the Local Transportation Authority (LTA) for Santa Barbara County. SBCAG was designated as the LTA by the Board of Supervisors in 1988 prior to the passage of Measure D, pursuant to California state law (Public Utilities Code 180000 et. seq.).

Measure A technically consists of an ordinance and investment plan. Both were published in the November 2008 voter ballot pamphlet. The ordinance established the Measure A sales tax rate, term of the tax, maintenance of effort requirements, bonding authority, citizen oversight committee, investment plan, and other features and limitations pertaining to Measure A.

The investment plan defines the categorical allocations that the Measure A revenue generated by the sales tax will be expended on and identifies the specific projects or programs to be funded under each category. Measure A's funds will be expended in three program categories:

Highway 101 Widening Carpinteria to Santa Barbara	13.4%	\$140 million
North County Subregion	43.3%	\$455 million
South Coast Subregion	43.3%	\$455 million

The investment plan describes in general terms what projects will be delivered through Measure A. The investment plan doesn't include important information such as when projects in the plan will be delivered and what agency will be responsible for delivering them. The Measure A ordinance requires that SBCAG adopt a strategic plan no later than November 1, 2010 to address these and other issues. The adoption of a strategic plan is usually the first substantive action taken by an LTA in California after a measure is approved.

4.0 SCOPE OF SERVICES

Measure A is a \$1.5 billion public works program—the largest ever undertaken in Santa Barbara County—and investing the time and money up front in planning for the implementation of this ambitious program will help ensure its success. This is the approach SBCAG took in 1990-91 with Measure D. Fluor Engineering prepared a strategic plan that set the agency on the path to delivering most of the regional highway projects in Measure D in the first ten years of the program.

Due to limited staff resources and the lack of specialized expertise necessary to prepare some of the plan elements, preparing the strategic plan in-house, using

SBCAG staff resources exclusively, would be very challenging. For example, engineering expertise is needed to develop estimates for some of the highway projects and the rail program and a financial advisor is necessary to evaluate cash flow and debt financing options. Considering the scope and level of effort involved in preparing a plan, it is not feasible to complete the plan on a timely basis using only SBCAG staffing resources.

SBCAG is, therefore, soliciting proposals from qualified consultants to prepare the strategic plan. SBCAG will make in-house staff resources available as much as possible and seek assistance from other agencies as appropriate aid the consultant hired to prepare the plan.

The scope of work for the strategic plan prepared by the consultant will include but is not limited to the following tasks:

- A. Define the preliminary scope, cost and schedule for each Measure A project. More detailed and consistent cost estimates and descriptions will need to be developed than what is included in the investment plan. In order for a schedule of projects to be adopted, criteria will have to be developed by the consultant to prioritize projects for delivery.
- B. Identify critical issues and risks to program delivery such as the sensitivity of sales tax revenues to various potential economic scenarios or the effect that State budget shortfalls or the upcoming federal transportation authorization bill (and future federal funding) may have on the timing or availability of matching funding.
- C. Detail revenue projections and possible financing tools needed to deliver the investment plan. Projects will have to be prioritized and either spread out over 30 years to match cash flow or debt financing options will have to be analyzed to see if projects could be front loaded in the program.
- D. Determine how funds will be allocated to projects in the sub-region programs. The investment plan identifies a dollar amount allocated to each project/program based on a 30-year estimate of revenues. The strategic plan will provide guidelines on how funds will be allocated and managed based on actual revenues and project costs. Options that the consultant may consider could include, but are not limited to, providing each project/program with a percentage share of actual revenues, a fixed dollar amount, or a combination depending on the requirements or objectives of the respective project or program.
- E. Recommend how to fund interregional projects in the subregion programs, such as bus services that operate between North and South County.
- F. Identify the sources of matching and leveraged funds for the projects in the investment plan. The strategic plan will analyze the amount of funding required from the STIP, STIP-TE, STP, Measure D ending balance, Prop 1B

State-Local Partnership program, and local sources needed to deliver the projects. Identify how SBCAG can make the highest and best use of Measure A funds to match state and federal revenues.

- G. Identify a lead agency or “project sponsor” for each project. This will require analyzing the resources and experience of local agencies, SBCAG and Caltrans to determine which agency is in the best position to deliver the projects in the Measure A investment plan.
- H. Analyze SBCAG staff resource needs. The strategic plan will analyze the staffing resources required to develop, administer and deliver Measure A projects and recommend whether SBCAG should contract out for these services, perform these services in-house, or establish some other arrangement.
- I. Assess existing interregional transit operator arrangements for the Clean Air Express and the Coastal Express and provide a recommendation for the optimal service provider and management structure for each service. Both are Measure D funded commuter bus services that help relieve congestion on the Highway 101 corridor. Both will receive funding from Measure A.

The development of the strategic plan will be an interactive process with SBCAG’s Technical Transportation Advisory Committee, the North and South Coast Subregional Committees, the SBCAG Board and the Citizens Oversight Committee. The latter must be formed at least 90 days prior to the adoption of the strategic plan, but no later than April 1, 2010, so it may review the plan and provide comments before it is adopted.

5.0 PROJECT BUDGET AND SCHEDULE

The total budget established for completion of all consultant services is \$300,000.

The schedule envisioned by SBCAG for completing the Strategic Plan is as follows:

Date/Meeting	Action
May 1 st	Contract Start Date
May through September	Development of Measure A Strategic Plan in collaboration with SBCAG committees and Board of Directors
October	SBCAG Committees Review and Board and Comment on Draft Strategic Plan
November	SBCAG Committees Recommend Approval of Strategic Plan
November	SBCAG Board Approves Measure A Strategic Plan

6.0 PROPOSAL REQUIREMENTS

Responses to this RFP should be concise, well organized and demonstrate the proposer's qualifications and experience applicable to the services requested. The proposal is limited to 40 one-sided pages, inclusive of resumes, graphics, forms, pictures, photographs, dividers, front and back covers, cover letters, but not of letters of commitment from subcontractors. Type size and margins for text pages should be in keeping with accepted standards and formats for desktop publishing and processing, and should result in no more than five hundred (500) words per page.

6.1 Contents

Proposals submitted in response to the RFP must be in the following order and must include, as a minimum:

6.1.1. Cover Letter

Include a letter describing the proposer's interest in providing the scope of services. The person authorized to negotiate a contract with SBCAG shall sign the cover letter. Include the name, phone number, fax number and e-mail address of a contact person for the proposal process.

6.1.2 Executive Summary

Include a brief overview of the entire proposal describing the most important elements of the proposal.

6.1.3 Proposing Firm Background

Provide the legal name and address of the company as well as the address of the office where the project manager will reside and where a majority of the work will be performed. Include the number of years the proposer's company has been in business, the legal form of the company and any other relevant information concerning whether the proposer may or may not be financially capable of completing this project. Identify any subconsultants proposed as a member of the proposing consultant's team. Indicate if the proposing firm or sub-consultants have a local office as defined in Section 9E of the RFP.

6.1.4 Experience and Technical Competence

Describe the proposer's experience in completing similar consulting efforts. List three (3) successfully completed projects of a similar nature. For each completed project, provide the name of the company and project

manager the proposer performed work for, including telephone numbers, types of work performed, and dollar value of the contracts.

6.1.5 Proposed Method to Accomplish the Work

A. Describe the proposer's technical and management approach to the scope of services in Section 4.0 and how the proposer will plan for and accommodate each into the project effort. Provide a proposed project schedule, an outline of tasks, and list the deliverables per task. Discuss how and what lines of communication will be implemented to maintain the project schedule. Identify the role of each member of the consultant's team including any subconsultants. Discuss how input from SBCAG staff, SBCAG board, committees and local agencies will be incorporated into the proposer's work plan. Identify non-consultant resources, such as local agency or SBCAG staff, needed to complete the assignment. At a minimum, proposals should include two meetings with the SBCAG board, two with each Board subregional committee, three with the technical advisory committee, and one with the Citizens Oversight Committee. Discuss the milestones when meetings should be held.

B. Proposers may include a critique of the scope of work outlined in Section 4.0 or schedule in Section 5.0 and recommend changes that would improve the strategic plan process or the plan's value to SBCAG.

6.1.6 Knowledge and Understanding of Local Environment

Describe the proposer's experience with the local environment and proposed local presence for interfacing with SBCAG staff. The environment includes, but is not limited to: cities, the county, transit operators, Caltrans, Vandenberg Air Force Base, and Santa Ynez Band of Chumash Indians.

6.1.7 Knowledge and Understanding of the State and Federal Environment

Describe proposer's experience with and knowledge of relevant State and Federal laws and funding programs.

6.1.8 Consultant Team Organization and Key Personnel

Describe the proposed organization of the consultant team, including identification and responsibilities of key personnel. Provide an organization chart showing the relationship among team members involved in the project. Identify past projects the team has collaborated on, if any. Provide resumes of key personnel and subconsultants proposed for the project and three (3) references for each from work on similar projects, including the client's name and phone number. Indicate

the workload of the project manager and key team members and their capacity to complete the scope of services. Provide estimates of the time available for the project manager and each key team member to devote to this project.

6.1.9 Addenda to this Request for Proposal

The proposer shall confirm in its proposal the receipt of all addenda issued by SBCAG to this RFP.

6.1.10 Statement of Impartiality

The nature of this project requires an impartial unbiased approach on the part of the selected consultant team. Proposals shall include a statement declaring that the consultants and subconsultants are not currently, and will not during the performance of these services, participate in any other similar work involving a third party with interests in conflict or likely to be in conflict with SBCAG's interests.

6.1.11 Cost Estimate

A. Provide the estimate of the total direct and indirect costs to provide all services and complete all tasks and deliverables identified in the proposer's scope of work per Section 4.0 of this RFP. Provide a detailed cost breakdown identifying: 1) the number of staff hours and hourly rates for each professional and administrative staff person who will be committed to this project, including fringe and overhead costs; 2) an estimate of all other direct costs, such as travel costs, and materials and reproduction costs; and 3) an estimate of subconsultant services if needed.

B. Provide an estimate of how any modifications to the scope of work or schedule recommended by proposer in response to Section 4.0 of the RFP would affect the cost estimate.

7.0 SUBMITTAL REQUIREMENTS

Proposers must submit their written proposal to Steve VanDenburgh, Deputy Director. Written proposals submitted via e-mail or in hardcopy (paper) format or on CD are acceptable. Proposers choosing to submit a proposal in hardcopy format or on CD must submit five (5) hardcopies or CDs to SBCAG at the address on the cover of this RFP.

Submittals must be received by March 19, 2009 at 4 p.m. This is a firm deadline and no proposals will be accepted after this time.

Failure to comply with the requirements of the RFP may result in disqualification. SBCAG is not responsible for finding, correcting or seeking clarification regarding ambiguities or errors in proposals. SBCAG is not responsible for proposals submitted via e-mail that are late or undelivered due to file size constraints at SBCAG or sender's server.

If a proposal is found to contain ambiguities or errors, it may receive a lower score during the evaluation process. Errors and ambiguities in proposals, including proposal cost estimates, will be interpreted in favor of SBCAG.

8.0 SUBMITTAL QUESTIONS & ADDENDA

All questions on the RFP must be directed to Steve VanDenburgh, Deputy Director, and received no later than March 12, 2009, at 5 p.m. either by e-mail at svandenburgh@sbcag.org or by phone at 805-961-8904.

Responses that require that an addendum be issued to the RFP will be posted on the SBCAG website no later than March 13, 2009 at 5 p.m. It is the responsibility of proposers to check the SBCAG website to determine if addenda have been issued. Any addenda to the RFP will become part of the RFP.

SBCAG reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP will be in the form of an addendum and will be posted on the SBCAG website no later than March 13, 2009 at 5 p.m.

9.0 PROPOSED EVALUATION CRITERIA

Written proposals will be evaluated based upon the criteria and point system below. SBCAG reserves the right to add the proposer's interview scores into the evaluation criteria or to select proposers based solely upon their written proposal or oral interview.

A. Qualifications and Experience (35 points)

Points will be awarded on the experience of the proposers in performing similar work with public, government, private, not-for-profit and other agencies. Consultant team staff qualifications includes a combination of experience, education, background and references in transportation and related infrastructure planning and finance, intergovernmental and community group coordination work, and strategic plan development.

B. Proposed Methodology (30 Points)

Proposals will be evaluated based on the proposers' technical and management approach to the project and how the proposer plans to

accommodate each into the project effort including the proposed project schedule. While proposers are required to meet the goals and deadlines for the project as described in this RFP, proposers may receive higher scores in this category if they demonstrate innovative, advanced and/or well thought out methodologies that SBCAG may not have specifically identified in this RFP.

C. Best Value (15 Points)

Proposals that provide the best value and make the most efficient and effective use of the project budget will receive the highest score in this category.

D. Understanding of SBCAG and the Measure A Program (15 Points)

Proposers must demonstrate an understanding of SBCAG, the Measure A Program, the overall elements of a strategic plan, and the key groups and agencies that need to be consulted in developing a successful strategic plan.

E. Local Participation (5 points)

Five points will be awarded to proposals that include local consultants or sub-consultants on the project team. "Local" is defined as having a staffed office in Santa Barbara County as of February 23, 2009.

10.0 EVALUATION AND CONTRACTING PROCESS

Consultant proposals will be evaluated by a selection committee consisting of SBCAG staff and staff from Public Works Departments, Caltrans and transit agencies. The most promising proposers will be invited to interview with the committee to explain their relevant experience, project understanding, and their approach and methodology to completing the project.

The committee will rank the firms and recommend to the SBCAG Board of Directors that contract negotiations be initiated with the highest-ranking firm. If negotiations with the highest-ranking firm are unsuccessful, negotiations will be conducted with the next highest-ranking firm. This process will be repeated until an acceptable contract is negotiated.

11.0 CONSULTANT SELECTION SCHEDULE

The consultant selection process will be conducted on the following schedule:

February 19 th February 23 rd	SBCAG Board of Directors Authorizes Release of RFP RFP Released
March 12 th	Last Day for Proposers to Submit Questions on RFP to SBCAG
March 13 th March 19 th	All Addenda to RFP Posted on SBCAG Website by 5 p.m. Deadline of 4 p.m. for Firms to Submit Proposals to SBCAG
April 1 st	Interviews of Shortlisted Firms
April 16 th	SBCAG Board Action on Consultant Recommendation
April 17 th	Contract Signed with Consultant
May 1 st	Contract Start Date

12.0 SOLICITATION DISCLAIMER

All proposals become the property of SBCAG upon submission. The cost of preparing, submitting and presenting a proposal and participating in an interview is at the sole expense of the proposer. SBCAG has the right to reject any or all of the proposals received as a result of this solicitation. Solicitation of proposals in no way obligates SBCAG to contract with any firm or individual. The decision to award a contract is at the discretion of the SBCAG Board of Directors.

13.0 RFP EXHIBITS

The exhibit attached to this RFP includes information that proposers may find useful in preparing a proposal.

A. Measure A Investment Plan

Additional information about Measure A can be found at www.measurea2008.org. Information on Measure D can be found at the SBCAG publications page, www.sbcag.org/publications.html.

**ROAD REPAIR, TRAFFIC RELIEF AND
TRANSPORTATION SAFETY MEASURE FOR
SANTA BARBARA COUNTY**

TRANSPORTATION INVESTMENT PLAN

ROAD REPAIR, TRAFFIC RELIEF AND TRANSPORTATION SAFETY MEASURE FOR SANTA BARBARA COUNTY

Summary

This measure, consisting of an ordinance and investment plan, will implement needed road repair, traffic relief, and transportation safety projects and programs in Santa Barbara County.

The measure calls for the North County and South Coast to each receive \$455 million in funding for high priority transportation projects and programs that advisory committees in each region have selected to address the current and future needs of that region.

In the North County, the plan includes widening the Highway 101 Santa Maria River Bridge, improving safety on rural highways like 166, improving safety at school crossings and providing safe routes to schools, increasing senior and disabled accessibility to public transit, making local street improvements such as pothole and bridge repairs and adding turn lanes at intersections.

On the South Coast, the plan includes providing incentives for commuters to form carpools and vanpools, safer walking and bike routes to schools, increasing senior and disabled accessibility to public transit and making local street improvements such as pothole repairs and synchronized traffic signals. +

The measure will relieve traffic congestion and improve safety by providing \$140 million in matching funds to widen Highway 101 from 4 lanes to 6 lanes south of Santa Barbara and \$42 million for improvements on Highway 101 in the North County.

The improvements will be funded through a continuation of a local one half percent (1/2%) sales tax approved by county voters in 1989 which will expire in 2010. Upon approval of this measure by two-thirds of county voters, the term will be extended for 30 years, generate \$1.050 billion, and match an estimated \$522 million in federal and state gas taxes, developer fees and other funding for projects described in this investment plan.

The Santa Barbara County Local Transportation Authority, consisting of local elected officials from the eight cities and the board of supervisors, will administer the measure according to strict accountability provisions including annual independent financial audits and public review of expenditures by a citizen's oversight committee.

REQUIRED INVESTMENTS			
Highway 101 Widening: Carpinteria to Santa Barbara		\$140 million	
North County		\$455 million	
Hwy 101/Union Valley Parkway Interchange	Orcutt		\$10 mil.
Hwy 101 Santa Maria River Bridge	Santa Maria		\$10 mil.
Hwy 101/135 (Broadway) Interchange	Santa Maria		\$10 mil.
Hwy 101/Betteravia Interchange	Santa Maria		\$2 mil.
Hwy 101/McCoy Interchange	Santa Maria		\$10 mil.
Hwy 246 Passing Lanes	Lompoc-Buellton		\$20 mil.
Hwy 246/Santa Ynez River Bridge	Lompoc		\$8 mil.
Highway 166 Safety Improvements.	Guadalupe-Cuyama		\$3 mil.
Solvang Circulation Improvements			\$3 mil.
Buellton Circulation Improvements			\$3 mil.
Guadalupe Circulation Improvements			\$3 mil.
Specialized Transit, Seniors-Disabled			\$4.5 mil.
Safe Routes to School, Bicycle & Pedestrian			\$3 mil.
Carpool and Vanpool Program			\$2 mil.
Interregional Transit			\$22.5 mil.
Local Street & Transportation Improvements			\$341 mil.
(allocated as follows, with a min. of \$43 mil. for Safe Routes to School, transit services, bicycle, pedestrian and other alternative modes)			
Buellton	\$9.9 mil.	Guadalupe	\$12.5 mil.
Lompoc	\$65.4 mil.	Santa Maria	\$137.2 mil.
Solvang	\$11.2 mil.	County\Unincorp.	\$104.8 mil.
South Coast		\$455 million	
Safe Routes to School			\$13 mil.
Bike & Pedestrian Program			\$13 mil.
South Coast Transit Operations Program			\$58 mil.
South Coast Transit Capital Program			\$27 mil.
Interregional Transit			\$25.35 mil.
Specialized Transit, Seniors-Disabled			\$6 mil.
Carpool and Vanpool Program			\$7 mil.
Commuter\Passenger Rail			\$25 mil.
Carpinteria Circulation Improvements			\$1 mil.
Goleta Overpass Improvements			\$7 mil.
Local Street & Transportation Improvements			\$272.7 mil.
(allocated as follows)			
Carpinteria	\$22.78 mil.	Goleta	\$42.91 mil.
Santa Barbara	\$104.05 mil.	County\Unincorp.	\$102.91 mil.

I. INTRODUCTION

Through a public process involving elected officials from cities, the board of supervisors, members of the public, and Caltrans, the Santa Barbara County Local Transportation Authority has developed a ballot measure, The Road Repair, Congestion Relief and Transportation Safety Measure (“the measure”) to implement needed transportation improvements for the residents of the county.

The measure calls for investments in three program categories. Each program category will receive a percentage share of sales tax revenues, currently estimated at \$1.050 billion (in 2010 dollars) over 30 years.

<u>Program Category</u>	<u>Percent Share</u>	<u>30 Year Estimated Revenue</u>
• Highway 101 Widening Carpinteria to Santa Barbara	13.4%	\$140,000,000
• North County Subregion	43.3%	\$455,000,000
• South Coast Subregion	43.3%	\$455,000,000

Detail on the specific projects within each program category is provided in the Project Descriptions section of this document. An estimate of state, federal and other funds that will be leveraged or matched by the three programs is provided in Appendix A.

II. ADMINISTRATION AND OVERSIGHT

The implementation of the measure will be the responsibility of the Santa Barbara County Local Transportation Authority. The Authority is composed of thirteen elected officials: a representative from each of the eight cities in Santa Barbara County and five members of the Santa Barbara County Board of Supervisors. The Authority will be responsible for developing and updating a strategic plan to guide allocation decisions and project delivery. The Authority will develop the initial strategic plan by November 1, 2010, and update it at least every five years during the term of the plan. A citizen’s oversight committee will be established to serve as an independent oversight body that will advise the Authority on the administration of the measure and report to the public via annual audits of the measure. No more than 1% of measure revenues will be allocated to the Authority for administration and audits. The Authority will work closely and cooperatively with the California Department of Transportation (Caltrans) and transit agencies to secure state and federal grants to match funding from the measure for programs and projects. These partnerships will help to maximize the state and federal funds that can be leveraged with a local source of funds and to deliver projects in a timely manner.

III. MEASURE DEVELOPMENT

The development of the measure has been guided by three principles.

- **Reducing Traffic Congestion and Improving Safety on Highway 101 is Our Highest Priority.** The widening of Highway 101 from 4 to 6 lanes south of the city of Santa Barbara is a project of countywide importance and therefore \$140 million in revenues collected from throughout the county are devoted to the project as a match to \$285 million in state and federal gas taxes that will also be expended to complete the project. This will allow the project schedule to be accelerated an estimated 10 years. In addition, the plan includes \$42 million for improvements on Highway 101 in the North County, including widening the Santa Maria River Bridge.
- **Revenues Should be Shared Fairly Throughout the County.** The measure calls for the North County and South Coast to each receive \$455 million as matching funds for projects and programs that were selected by advisory committees in each region to meet the current and future needs of that region. Within each region, more than half of these funds will be distributed by a population formula to cities and unincorporated areas for

locally selected street and transportation improvements. These provisions ensure that revenues are shared fairly throughout the county and used to fund the most important projects in each community.

- **Local Control of Revenues and Citizen Accountability is Paramount.** The measure includes safeguards to ensure that our transportation priorities will be protected. Local elected officials who are closest to where the revenues are collected and understand their community's needs will make decisions with input from the public and a citizen's oversight committee. Consistent with State law, all sales tax revenues collected by passage of this measure will remain under the control of local elected officials serving as the Santa Barbara County Local Transportation Authority. Changes to the North County and South Coast programs can only be made with the prior approval of a committee of elected officials from the respective region. Approximately 60% of the measure's revenues are allocated to the cities and the County of Santa Barbara as "Local Street and Transportation Improvement" funding and will be expended on projects selected by city councils and the board of supervisors.

IV. PROJECT DESCRIPTIONS

The measure has three program categories that have been divided into specific projects: Highway 101 Widening South of Santa Barbara, North County Subregion, South Coast Subregion. The investment plan calls for a specific percentage of funding to be allocated to each category and then distributed to the projects in the category.

Funding for projects will be used in combination with other revenue sources such as state and federal gas taxes or local fees to deliver the projects and can be loaned to the State to deliver the projects sooner than would normally be expected using state and federal gas taxes. Where appropriate, traffic impact fees collected from new development served by a regional project will provide a fair share contribution to the cost of the project. Also, where appropriate, projects will reduce polluted roadway runoff entering storm drains and flowing into creeks, the ocean and onto county beaches consistent with state and federal law.

A. Highway 101 Widening: Carpinteria to Santa Barbara

This project will widen Highway 101 from 4 to 6 lanes between the city of Carpinteria and the city of Santa Barbara to improve safety, reduce traffic congestion and match the 6 lane highway south of Carpinteria and north of Santa Barbara. Funding will be used in combination with \$285 million in state and federal gas taxes to accelerate the project schedule by an estimated 10 years.

B. North County Subregion

This program includes projects north of the Santa Ynez mountains and includes the cities of Buellton, Guadalupe, Lompoc, Santa Maria, Solvang, and all unincorporated areas including, but not limited to, Orcutt, Vandenberg Village, Los Alamos, Los Olivos, Santa Ynez, and New Cuyama. The cost of highway and circulation projects in the North County program can include such items as traffic signals, sidewalks, bike lanes, intersection channelization, curbs and gutters, shoulders, and landscaping as long as these costs are directly related to the project.

- **Highway 101: Union Valley Parkway Interchange** **\$10,000,000**
Connect Union Valley Parkway to Highway 101 through a new interchange including northbound and southbound on and off ramps to provide Orcutt residents and businesses with access to and from 101 in addition to the existing Clark Avenue and Santa Maria Way interchanges.
- **Highway 101: Santa Maria River Bridge** **\$10,000,000**
Widen the Highway 101 Bridge over the Santa Maria River from 4 to 6 lanes to match the 6 lane widening south of the bridge that is currently under construction. The project will also add a bike and pedestrian path adjacent to the northbound lanes.
- **Highway 101: Highway 135 (Broadway) Interchange** **\$10,000,000**
Reconstruct the Highway 135 interchange with Highway 101 adjacent to the Santa Maria

River Bridge to improve safety for merging vehicles and accommodate the six lane widening of Highway 101.

- **Highway 101: Betteravia Road Interchange** **\$2,000,000**
Improve the operations of intersections at Betteravia Road and Highway 101 by constructing a northbound loop on ramp in the south east interchange quadrant.
- **Highway 101: McCoy Interchange** **\$10,000,000**
Connect McCoy Lane to Highway 101 through a new interchange including northbound and southbound on and off ramps to provide Santa Maria residents and businesses with improved access to the highway.
- **Highway 246: Passing Lanes** **\$20,000,000**
Improve the traffic safety and operations on Highway 246 between Buellton and Lompoc by adding passing lanes and turning lanes between Purisima and Domingos Roads.
- **Highway 246: Santa Ynez River Bridge** **\$8,000,000**
Improve access to Lompoc across the Santa Ynez River by a providing a bridge raised above flood level with wider shoulders that can safely accommodate vehicles, bicycles and pedestrians.
- **Highway 166 Safety and Operational Improvements** **\$3,000,000**
Improve safety and operations on Highway 166 by adding passing lanes, turning lanes, wider shoulders and enhanced enforcement.
- **Buellton Circulation Improvements** **\$3,000,000**
Improve local streets and highways, consistent with the City of Buellton's circulation element, including median improvements, widening roads, installing traffic signals, improving bicycle and pedestrian safety, park and ride lots, and improving intersections.
- **Solvang Circulation Improvements** **\$3,000,000**
Make safety and operational improvements to local streets and/or Highway 246 in Solvang including intersection improvements, pedestrian crossings, bicycle lanes, wider bridges and traffic signal synchronization.
- **Guadalupe Circulation Improvements** **\$3,000,000**
Improve local streets and highways, consistent with the City of Guadalupe's circulation element, including widening roads, installing traffic signals, improving bicycle and pedestrian safety, and improving intersections.
- **Specialized Transit for Elderly and Disabled** **\$4,500,000**
Reduce fares charged to the elderly and the disabled by funding the operating expenses of specialized transit service providers in the North County including transit operators and Consolidated Transportation Service Agencies (CTSAs).
- **Safe Routes to School, Bicycle & Pedestrian Program** **\$3,000,000**
Fund projects through a competitive grant process that increase pedestrian and bicycle safety to, from and near schools in North County and expand and improve the North County's regional bicycle and pedestrian facilities network. Cities and the County would be eligible to compete for funding. Projects proposed by cities and the County may include projects to be coordinated in partnership with school districts, universities, colleges, transit agencies and Caltrans. Funds would be used for planning, project development, and construction of capital projects, education programs and maintenance. Eligible projects include, but are not limited to, wider shoulders and sidewalks near schools, crosswalk signals and school zone signage, traffic calming near schools, pedestrian and bicycle safety education for students, new bike routes and pedestrian paths to eliminate missing links in the regional network, path lighting, route plans and maps.

- Carpool and Vanpool Program** **\$2,000,000**
 Reduce traffic congestion, improve air quality, and expand commuter choices on North County roads and highways through the formation of carpools and vanpools and by facilitating the use of transit services, bicycle and pedestrian options, telecommuting and flexible work schedules. Whenever possible, funds would be used in partnership with employers that are seeking to improve employee retention and mitigate the jobs-housing imbalance by expanding commute options for their employees. Funds would be used for planning, implementation, education, marketing and incentives to increase use of these options. An annual report would be published quantifying the effectiveness of the program to ensure that performance measures are being met. It is intended that program funds be used with South Coast Program funds to match federal, state, local, and private funding to maximize the number of commute options implemented.
- Interregional Transit Program** **\$22,500,000**
 Maintain and expand bus service between North County and South Coast regions and between Santa Barbara County and adjoining counties. Funding would be used to continue existing services after federal funding grants expire, deliver expanded peak hour commute and express bus service and provide greater frequencies on existing routes. Any public transit operator providing interregional services shall be eligible to receive these funds and funds allocated under this program shall be allocated directly to the public transit operator providing the service. Expenses for vehicles, capital facilities such as transportation hubs, operations and planning and promotions are eligible.
- Local Street and Transportation Improvements** **\$341,000,000**
 These are projects of local importance in the North County selected by city councils and the Board of Supervisors. Projects eligible for funding include, but are not limited to, pothole repairs, safety improvements, bridge repairs and traffic synchronization. A full list of eligible projects is shown on Appendix B1. Revenues will be allocated to cities and the County based on their proportionate share of the North County population after each jurisdiction has received a \$100,000 annual base allocation. Below is a table showing an estimate of how much each jurisdiction can expect to receive for local street and transportation improvements.

North County Jurisdictions	30 Year Allocation	Alternative Transportation
Buellton	\$9,928,000	5%
Guadalupe	\$12,504,000	5%
Lompoc	\$65,421,000	15%
Santa Maria	\$137,205,000	15%
Solvang	\$11,164,000	15%
County of Santa Barbara (unincorporated North County)	\$104,778,000	10%
North County Total	\$341,000,000	-----

Each jurisdiction must spend a minimum percentage of their funds on eligible alternative transportation projects according to the percentages identified in the table above. This requirement must be met by the fifth year of the program, and every fifth year thereafter. Eligible alternative transportation projects are listed in Appendix B2.

C. South Coast Subregion.

This program includes projects south of the Santa Ynez mountains and includes the cities of Goleta, Santa Barbara, Carpinteria and all unincorporated areas including, but not limited to, Isla Vista, the Goleta Valley, Montecito, and Summerland.

- **Safe Routes to School Program** **\$13,000,000**
Fund projects through a competitive grant process that increase pedestrian and bicycle safety to, from and near schools on the South Coast. Cities and the County would be eligible to compete for funding. School districts, universities, colleges, transit agencies, and Caltrans would be eligible to compete for funding with a city or county co-sponsor. Funds would be used for capital projects, maintenance and education programs. Eligible projects include, but are not limited to, traffic calming near schools, wider shoulders and sidewalks near schools, crosswalk signals and school zone signage, pedestrian and bicycle safety education for students.
- **Specialized Transit for Elderly and Disabled** **\$6,000,000**
Reduce fares charged to the elderly, the handicapped, and the transportation disadvantaged by funding the operating expenses of specialized transit service providers on the South Coast.
- **Carpool and Vanpool Program** **\$7,000,000**
Reduce traffic congestion, improve air quality, and expand commuter choices through the formation of carpools and vanpools and by facilitating the use of transit services, bicycle and pedestrian options, telecommuting and flexible work schedules. Whenever possible, funds would be used in partnership with employers that are seeking to improve employee retention and mitigate the jobs-housing imbalance by expanding commute options for their employees. Funds would be used for planning, implementation, education, marketing and incentives to increase use of these options. An annual report would be published quantifying the effectiveness of the program to ensure that performance measures are being met. It is intended that program funds be used with North County Program funds to match federal, state, local, and private funding to maximize the number of commute options implemented.
- **South Coast Transit Program**
Maintain and expand public bus service within and between the cities on the South Coast of Santa Barbara County through two sub-programs.
 - a. South Coast Transit Operations Program: **\$58,000,000**
Funding for costs related to operating general public bus services, planning, marketing and promotions directly allocated to SBMTD.
 - b. South Coast Transit Capital Program: **\$27,000,000**
Funding for transit capital projects directly allocated to SBMTD for general public bus services.
- **Interregional Transit Program** **\$25,350,000**
Maintain and expand bus service between South Coast and North County regions and between Santa Barbara County and adjoining counties. Funding would be used to continue existing services after federal funding grants expire, deliver expanded peak hour commute and express bus service and provide greater frequencies on existing routes. Any public transit operator providing interregional services shall be eligible to receive these funds and funds allocated under this program shall be allocated directly to the public transit operator providing the service. Expenses for vehicles, capital facilities such as transportation hubs, operations and planning and promotions are eligible.
- **Regional Bicycle and Pedestrian Program** **\$13,000,000**
Fund projects through a competitive grant process that would expand and improve the South Coast's regional bicycle and pedestrian facilities network. Cities and the County would be eligible to compete for funding. School districts, universities, colleges, transit agencies, and Caltrans would be eligible to compete for funding with a city or county co-sponsor. Funds would be used for planning, project development, and construction of

capital projects, education programs, and maintenance. Eligible projects include, but are not limited to, new bike routes and pedestrian paths to eliminate missing links in the regional network, path lighting, route plans and maps.

- **Commuter & Passenger Rail Planning & Service Improvements** **\$25,000,000**
 Improve passenger rail service between Ventura and Goleta to reduce congestion on Highway 101 and provide commuters with an alternative to driving. Eligible expenditures are capital and operating costs including developing new schedules and service plans, obtaining environmental clearances, negotiating agreements, operating subsidies, rolling stock and related equipment, promotions and marketing, maintenance, connecting transit service, track improvements, station facilities, train and grade crossing controls. Funds may be used to revise Amtrak Pacific Surfliner schedules to improve service for commuters and to plan for implementation of new commuter train service between Ventura County and Goleta.
- **Carpinteria Circulation Improvements** **\$1,000,000**
 Make safety or operational improvements to local streets and highways, consistent with the City of Carpinteria’s circulation element, including intersection improvements, synchronizing traffic signals, improving bicycle and pedestrian safety and mitigating the impacts of transportation improvements within the community.
- **Goleta Overpass Improvement** **\$7,000,000**
 Improve traffic circulation in Goleta by constructing a new overpass of Highway 101. Funding will be used in combination with other revenue sources such as state and federal gas taxes or local fees to deliver the project and can be loaned to the State to deliver the project sooner than would normally be expected using state and federal gas taxes. The cost of this project can include such items as traffic signals, sidewalks, bike lanes, intersection channelization, curbs and gutters, shoulders, and landscaping as long as these costs are directly related to the project.
- **Local Street & Transportation Improvements** **\$273,150,000**
 These are projects of local importance selected by city councils and the Board of Supervisors. Projects eligible for funding include pothole repairs, traffic signal synchronization, bridge repairs and safety improvements. A full list of eligible projects is shown on Appendix B1.

Revenues will be allocated to cities and the County based on their proportionate share of the South Coast population after each jurisdiction has received a \$100,000 annual base allocation. The table below shows the estimated net allocation that each jurisdiction would receive for local street and transportation improvements.

South Coast Jurisdictions	Net 30 Year Allocation	Percent of Gross Allocation to MTD
Carpinteria	\$22,777,000	7.96%
Goleta	\$42,913,000	13.18%
Santa Barbara	\$104,054,000	26.05%
County of Santa Barbara (unincorporated South Coast)	\$102,906,000	11.12%
South Coast Total	\$272,650,000	-----

Each jurisdiction must contribute a percent of their gross allocation, specified in the table above, to the South Coast Transit Operations Program, and the funds will be directly allocated to the Santa Barbara MTD by the Authority. Each South Coast city and the County of Santa Barbara shall expend a minimum of 10% of their Net 30 Year Allocation, on eligible alternative transportation projects. This requirement must be met by the fifth year of the program, and every fifth year thereafter. Eligible alternative transportation projects are listed in Appendix B2.

APPENDIX A
Matched & Leveraged Funds

The Road Repair, Traffic Relief and Transportation Safety Measure is expected to generate \$1.050 billion over 30 years and match or leverage an estimated \$522 million in federal and state gas taxes, developer fees and contributions from neighboring counties. Estimated matched and leveraged funds per project are listed on the table below:

Projects with Matched & Leveraged Funding	Area	Sales Tax Funds to be Used as a Match	Matched & Leveraged Funds
Highway 101 Widening South of Santa Barbara		\$140,000,000	\$285,000,000
Highway 101: Union Valley Parkway Interchange	Orcutt	\$10,000,000	\$7,000,000
Highway 101: Santa Maria River Bridge	Santa Maria	\$10,000,000	\$40,000,000
Highway 101: Highway 135 (Broadway) Interchange	Santa Maria	\$10,000,000	\$13,000,000
Highway 101: Betteravia Road Interchange	Santa Maria	\$2,000,000	\$3,000,000
Highway 101: McCoy Lane Interchange	Santa Maria	\$10,000,000	\$15,000,000
Highway 246: Passing Lanes	Lompoc - Buellton	\$20,000,000	\$30,000,000
Highway 246: Santa Ynez River Bridge	Lompoc	\$8,000,000	\$18,000,000
Highway 166 Safety & Operational Improvements	Guadalupe - Cuyama	\$3,000,000	\$3,000,000
Solvang Circulation Improvements		\$3,000,000	\$4,000,000
Buellton Circulation Improvements		\$3,000,000	\$3,000,000
Guadalupe Circulation Improvements		\$3,000,000	\$3,000,000
Carpool and Vanpool Incentives Program	countywide	\$9,000,000	\$11,000,000
Safe Routes to School, Bicycle and Pedestrian Improvements	countywide	\$29,000,000	\$9,000,000
Goleta Overpass Improvement		\$7,000,000	\$18,000,000
Local Street & Transportation Improvement Funding	countywide	\$614,150,000	\$60,000,000
TOTAL		\$881,650,000	\$522,000,000

APPENDIX B1

Local Street and Transportation Improvements Funding Eligible Uses

City councils and the board of supervisors may expend Local Street and Transportation Improvements funding on the following uses

1. Maintaining, improving or constructing roadways, bridges, and bicycle and pedestrian facilities
2. Safe Routes to School improvements
3. Safety improvements
4. Reduced transit fares for seniors and the disabled
5. Bus and rail transit services that provide alternatives to the automobile
6. Programs that reduce transportation demand
7. The operation of urban forestry street tree programs
8. Storm damage repair to transportation facilities
9. Roadway drainage facilities
10. Traffic signal coordination, intersection channelization
11. Traffic management
12. Landscaping maintenance
13. Highway improvements
14. Matching funds for state and regional programs and projects
15. Bus and rail transit facilities

APPENDIX B2

Eligible Local Street and Transportation Improvements Funding Alternative Transportation Expenditures

Local Street and Transportation Improvement funding may be expended by city councils and the board of supervisors on the following uses to meet the prescribed alternative modes percentage.

1. Maintenance, repair, construction and improvement of bicycle and pedestrian facilities, excluding maintenance of Class 2 bikeway facilities.
2. Safe Routes to School improvements
3. Reduced transit fares for seniors and the disabled
4. Bus and rail transit services and facilities
5. Education and incentives designed to reduce single occupant auto trips

The County of Santa Barbara may count expenditures on Class 2 bikeway maintenance toward its alternative transportation percentage but these expenditures may not exceed 50% of the County's prescribed percentage.