

Agenda: September 2, 2004

To: Regional Transportation Commission
From: Linda Wilshusen, Executive Director
RE: Public Education and Outreach Effort for Measure J: The Local Transportation Sales Tax Measure Expenditure Plan

RECOMMENDATIONS

Staff recommends that the Regional Transportation Commission:

1. Approve a revised workplan and budget for the Measure J Public Information Program consistent with the recommendations of Commissioners Beautz and Pirie and Commission Alternate Quintanilla ([Attachment 1](#));
 2. Approve a resolution ([Attachment 3](#)) authorizing the expenditure of an additional \$3,500 for the Public Information Program for the Local Transportation Sales Tax Measure Expenditure Plan bringing the total amount for this effort to \$58,500.
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BACKGROUND

At its August 19, 2004 Transportation Policy Workshop, the Regional Transportation Commission approved a workplan and budget for a program to inform the public about the Expenditure Plan and Local Transportation Sales Tax Measure on the November 2004 ballot.

As part of this approval, Commissioners Beautz and Pirie and Commission Alternate Quintanilla were designated to review materials for the effort and to work with staff on implementing the program. Upon meeting to review the program components and discuss content and timing, commissioners recommended modifications to the workplan. Because these changes involve a shift in the activities approved and a modest increase in budget, the revised program is being brought back to the Commission for approval.

DISCUSSION

The original workplan called for a number of no or low-cost measures to provide public information about Measure J. These included press releases, PSAs, meeting with editorial boards, speaking at meetings and events and appearing on local public affairs programs. These items continue to be recommended as planned.

Program components in the original workplan budget ([Attachment 2](#)) also included: a bilingual mailer to be sent to all households in the county as well as to businesses and community

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groups; a Frequently Asked Questions handout; a series of small ads in newspapers; inserts in local weekly publications; and planning for a post election poll.

The bilingual mailer that was originally planned and approved is still recommended and will be produced and mailed to all county households, businesses and the list of community groups maintained by the Commission.

However, in lieu of the newspaper ads, inserts in weekly publications and planning for a post-election poll that were previously planned, Commissioners Beautz and Pirie and Commission Alternate Quintanilla recommend that a second mailer be sent to all households with registered voters. Depending on how voter data is sorted, between 93,000 and 105,000 households fit this category. Costs for a second mailer are based on the higher estimate of 105,000 voter households.

A revised budget for the new workplan is included in Attachment 1. A small increase in the budget for this program will be required to cover the cost of the second mailing. Staff proposes that the Commission authorize a budget amendment to transfer an additional \$3,500 from Commission reserves to this project. This action brings the total amount approved for the Public Information Program for Measure J to \$58,500.

SUMMARY

A public information effort for the November 2004 Transportation Sales Tax Measure, Measure J, was approved by the Commission in August 2004. A recommendation by Commissioners to modify the activities planned for the program will require an additional \$3,500 for this program.

Attachments:

1. **Proposed** - Summary of Recommended Public Information Program Activities and Related Costs (Revised 9/2/04)
2. **Current** - Summary of Recommended Public Information Program Activities and Related Costs (Approved 8/19/04)
3. Resolution

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