

Summary of November 2, 2004 Transportation Ballot Measures Statewide

Of the 10 measures-- all 5 renewals passed, 2 new taxes passed, and 3 new taxes failed

Prior to 1990, transportation sales tax measures only needed a 50% affirmative vote to pass

Where	County Population	Letter	Yes Vote	What	How Much?	How Long?	Total to Be Generated	Project Split/Major Components					Other includes
								Hwy	Transit (bus, rail, para-transit, ferries)	Local shares &/or Roads	Other	Total	
Santa Cruz	259,000	Measure J	42.8% - Failed	New Tax Measure	1/2 cent	30 years	\$577M	63%	6%	20%	11%	100%	5% Bike/Ped; 1.5% Park & ride lots/TDM; 5% Reserves, admin
Contra Costa	1,003,900	Measure J	70.9% - Passed	Renewal (prior measure expires 2009)	1/2 cent	25 years	\$2 billion	21%	32%	30%	18%	100%	1.5% bike/ped; 1% TDM; 4.5% School Access; 1.5% sub-area need; 3% planning; 1% admin; 5.4% "Transportation for Livable Comm."
Marin	250,200	Measure A	70.8% - Passed	New Tax Measure	1/2 cent	20 years	\$331 Million	8%	55%	27%	11%	100%	School congestion & access
Sacramento	1,335,400	Measure A	74.9% - Passed	Renewal (prior measure expires 2009)	1/2 cent	30 years	\$4.7 billion (plus \$488M in developer fees)	12%	38%	38%	12%	100%	Smart growth, env'l mitigations
San Bernardino	1,886,500	Measure I	79.7% - Passed	Renewal (prior measure expires 2010)	1/2 cent	30 year	\$6 billion	79%	16%	4%	1%	100%	Admin/oversight
San Diego	3,017,200	Prop A	67% - Passed	Renewal (prior measure expires 2008)	1/2 cent	40 years	\$14 billion	32%	33%	32%	3%	100%	2% bike/ped/neighborhood safety; 1.1% admin/oversight. \$850M of measure is for env'l mitigations
San Mateo	712,400	Measure A	75.5% - Passed	Renewal (prior measure expires 2009)	1/2 cent	25 years	\$1.5 billion	28%	30%	38%	5%	100%	3% bike/ped; 1% alternative program, oversight
Solano	416,500	Measure A	63.7% - Failed	New Tax Measure	1/2 cent	30 years	\$1.4 billion	48%	25%	25%	2%	100%	2% safety (all modes)
Sonoma	472,700	Measure M	66.8% - Passed	New Tax Measure	1/4 cent	20 years	\$470 million	40%	15%	40%	5%	100%	4% bike/ped; 1% admin

Where	County Population	Letter	Yes Vote	What	How Much?	How Long?	Total to Be Generated	Hwy	Transit (bus, rail, para, transit, ferries)	Local shares &/or Roads	Other	Total	Other includes
Ventura County	802,400	Measure B	40.9% - Failed	New Tax Measure	1/2 cent	30 years	1.5 billion	40%	20%	40%		100%	
3 Cities in Mendocino County: Willits (June 03); Pt. Arena (Nov 03); and Fort Bragg (Aug 04)	Total Pop: 89,200; Pt Arena:480; Ft Bragg: 7K; Willits: 5K	Varied.	Over 2/3 Passed	New Taxes	1/2 cent	Willits: no sunset; Pt Arena:20 year; Ft. Bragg (special mail in): 10 yr	\$1.2 million/year	0%	0%	100%	0%	100%	All is maintenance

Where	Citizen Oversight Committee	Prior Attempts/results*	Tax rate pre Nov 2, 2004	Prior special sales taxes (on top of 7.25% statewide base)	Tax Development	Yes Campaign Spending	Pub Ed Program
Santa Cruz	N	none	8% (8.25% in City of SC)	.5% for Transit (Metro); .25% for library	Started Dec. 02; Based on polls, board developed	\$65,000	\$55,000
Contra Costa	N	Failed 1986=47%; Passed 1988=58%	8.25% (extension of existing)	.5% to TA; .5% BART	Took 2-1/2 years; Board developed w/ input from Expenditure Plan Advisory Committee. Expensive process, final plan was mid-alternative	\$840,000	~\$125,000 to \$150,000
Marin	Y	4th attempt, Failed 1998 43%	7.25%	none	Developed by joint committee of congestion management agency, board of supervisors, transit district based on polls, modal studies, community outreach between April 03 and July 04	not available	not available
Sacramento	Y	1988 - went 2x, passed 2nd time (57%)	7.75% (extension of existing 1/2%)	.5% to TA	Staff & political consultants prepared draft based on polling, Focus Groups, input from community stakeholder committee. Board negotiated final project list and associated policies during series of open Board meetings over 5 month period.	\$1.8 million	not available
San Bernardino	Y	1989 went 2x, passed 2nd time 59%	7.75% (extension of existing 1/2%)	.5% to TA	Heavy Board of Directors involvement with SANBAG staff support.	\$1.6 million	Yes
San Diego	Y	Passed 1987=53.2%	7.75% (extension of existing 1/2%)	.5% to TA	Exp Plan developed by SANDAG using a Working Group of elected officials, public opinion surveys, and 6 focus groups.	\$2.8 million	SANDAG - \$800,000
San Mateo	Y	Passed 1988=62%	8.25% (extension of existing 1/2%)	1/2 cent for transit & 1/2 cent for TA	Started in Spring 03, board & staff developed. Huge education effort, more to cities this time	not available	not available
Solano	Y	Failed 2002=60%	7.375%	.125% for library	Advisory vote in 2002, used citizens advisory group	\$525,000	not available
Sonoma	Y	Sonoma's 5th attempt, Failed 2000=58.6% & 60.2%	7.50%	1/4 cent Open Space Authority	Used lessons learned from 2000 try, Plan to go again in 2006 w/transit emphasis.	Taxpayers for Better Transportation: \$370,000	not available

Where	Citizen Oversight Committee	Prior Attempts/results*	Tax rate pre Nov 2, 2004	Prior special sales taxes (on top of 7.25% statewide base)	Tax Development	Yes Campaign Spending	Pub Ed Program
Ventura County	N	Failed 1989= less than 50%	7.25%	None	Started in Summer 2003. Board driven.	not available	not available
3 Cities in Mendocino County: Willits (June 03); Pt. Arena (Nov 03); and Fort Bragg (Aug 04)	N	none	7.25% (pre-approval of taxes)	none		Minimal, very low key	none

VOTER REG INFO (from: http://www.ss.ca.gov/elections/ror_10182004.htm)												
Where	Other Tax Issues on Same Ballot	Eligible to Vote	Registered Voters	Dem	Repub	AIP	Green	Libert.	Nat Law	Peace & Freedm	Misc	Decline to State
Santa Cruz	1/4cent in Cities of Capitola (passed) & Watsonville (failed); 911 tax repeals (failed)	173,715	146,157 (84.14%)	78,289 (53.57%)	30,612 (20.94%)	2446 (1.67%)	5213 (3.57%)	1273 (0.87%)	168 (0.11%)	487 (0.33%)	1188 (0.81%)	26,481 (18.12%)
Contra Costa	Lafayette prop tax assessment for local streets/roads (failed); El Cerrito utility users tax (passed); 1-2 other local tax measures; BART had AA (property tax for seismic retrofit)-passed; AC Transit had BB (property tax for operations in Wes County and part of Alameda County)-passed.	666,026	504,505 (75.75%)	243,567 (48.28%)	153,564 (30.44%)	9,039 (1.79%)	4,779 (0.95%)	2,285 (0.45%)	601 (0.12%)	1,223 (0.24%)	3,555 (0.70%)	85,892 (17.03%)
Marin	School bonds and parcel taxes, city parcel taxes	174,327	152,658 (87.57%)	78,208 (51.23%)	35,794 (23.45%)	2,690 (1.76%)	3,726 (2.44%)	839 (0.55%)	125 (0.08%)	351 (0.23%)	481 (0.32%)	30,444 (19.94%)
Sacramento	City of Sacramento Library parcel tax; City of Galt public safety sales tax	876,713	650,701 (74.22%)	279,400 (42.94%)	229,595 (35.28%)	14,518 (2.23%)	6,262 (0.96%)	3,190 (0.49%)	640 (0.10%)	4,440 (0.68%)	1,973 (0.30%)	110,683 (17.01%)
San Bernardino	One city in county had a 1/4 cent sales tax, which passed. Couple school bonds.	1,135,368	727,138 (64.04%)	281,237 (38.68%)	310,411 (42.69%)	17,562 (2.42%)	3,040 (0.42%)	3,497 (0.48%)	884 (0.12%)	2,729 (0.38%)	4,254 (0.59%)	103,524 (14.24%)
San Diego	1/2% sales tax for police/fire in City of El Cajon (passed) and Transient Occupancy Tax in City of San Diego (failed)	1,966,240	1,513,300 (76.96%)	524,386 (34.65%)	605,974 (40.04%)	34,203 (2.26%)	11,164 (0.74%)	10,236 (0.68%)	5,311 (0.35%)	3,454 (0.23%)	8,157 (0.54%)	310,415 (20.51%)
San Mateo	not available	458,990	368,410 (80.27%)	180,702 (49.05%)	94,418 (25.63%)	6,726 (1.83%)	4,098 (1.11%)	1,765 (0.48%)	426 (0.12%)	928 (0.25%)	980 (0.27%)	78,367 (21.27%)
Solano	not available	266,449	195,049 (73.2%)	94,328 (48.36%)	56,456 (28.94%)	4,011 (2.06%)	1,149 (0.59%)	811 (0.42%)	146 (0.07%)	491 (0.25%)	1,120 (0.57%)	36,537 (18.73%)
Sonoma	Parcel and sales taxes for school, fire and health in nearly every city in the county, especially 1/4cent in Santa Rosa for public safety and transportation.	323,999	248,998 (76.85%)	124,537 (50.02%)	66,272 (26.62%)	4,938 (1.98%)	6,840 (2.75%)	1,601 (0.64%)	220 (0.09%)	718 (0.29%)	1,630 (0.65%)	42,242 (16.96%)

Where	Other Tax Issues on Same Ballot	Eligible to Vote	Registered Voters	Dem	Repub	AIP	Green	Libert.	Nat Law	Peace & Freedm	Misc	Decline to State
Ventura County	A 1/4 cent open space sales tax, which competed against the transportation tax measure. Both lost.	506,350	398,652 (78.73%)	152,825 (38.34%)	163,742 (41.07%)	8,293 (2.08%)	3,401 (0.85%)	2,271 (0.57%)	540 (0.14%)	928 (0.23%)	3,268 (0.82%)	63,384 (15.90%)
3 Cities in Mendocino County: Willits (June 03); Pt. Arena (Nov 03); and Fort Bragg (Aug 04)		61,717	50,713 (82.17%)	23,419 (46.18%)	12,904 (25.45%)	1,322 (2.61%)	2,525 (4.98%)	389 (0.77%)	66 (0.13%)	280 (0.55%)	315 (0.62%)	9,493 (18.72%)