

Attachment 4

**FUND GENERATING OPTIONS**

Category	Sub Category
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Tax (unspecified)

**Local Sales Tax**

- 1/4 cent sales tax
- 1/2 cent sales tax
- 1% sales tax
- General sales tax
- General Sales Tax w/ advisory measure/majority vote required.
- 1/8 cent sales tax
- Internet sales tax

**Local Option Gas Tax**

- Indexed to inflation
- Different and increasing rate based on total gallons pumped
- Federal or local gas tax based on percentage of sales price
- State wide tax 5 cents/ gallon
- 2-3 cents/gal.
- 5-10 cents/ gallon
- 5 cents/ Gal.
- 10 cents/ Gal.
- 20 cents/ Gal.
- 50-1.50 cent/Gal.

**Regional Traffic Impact Fees**

- Local Traffic Impact Fees
- UCSC Impact Fee

**Developer Fees**

- Based on distance from transit hubs
- Residential per vehicle capacity
- On projects w/ 10 units or more
- Per unit/ sq ft

**Parcel/Property Tax**

- \$10 per parcel
- \$20 per parcel
- On new homes only
- Based on distance from transit hubs
- For properties benefiting from improvements
- Based on # of cars or residents over 16
- Make UC Pay property taxes
- 1/10-1/4% increase

## Hotel Tax)

Create Beach area transit district with tax on hotels and merchants  
Additional 1%  
Additional 1-5%  
To all county, state, federal parks  
NON-TOT Tourist Tax

## Toll Roads

Noncommercial vehicle toll (like NJ Garden State Pkwy)  
Hwy 1 toll road  
Bike path and pedestrian path tolls  
Hwy 17 toll road  
HOV/ HOT lane toll

## Congestion Pricing

Fee for not carpooling during peak hrs.  
Hwy 1 third lane

## Payroll Tax

High salary payroll tax/low income exempt

## Vehicle Registration Fee

Variable based on type & weight. / \$10-100 increase  
\$5 per vehicle  
Fee for owning more than one car per person  
More than one vehicle per household fee  
More than 2 vehicle per residence fee  
Increase fees for Large SUVs  
Increased fees for every vehicle that exceeds # of licensed household  
Sand and cement truck fees  
Based on values above certain price  
Annual mileage tax/assessment upon annual registration  
Based on EPA MPG Rating  
Heavy vehicle fee  
\$100 per vehicle

## Fines/Fees

Less than \$100,000

## Amusement Tax

Restaurant tax  
Skate park use fee  
Expanded tax inclusive of all Seaside Company operations  
Golf Course Patron Fee

## Transit Fares

Pay as you go fares  
Increase service on busy & premium fare corridors  
Increase UCSC Transit fee-20yr irrevocable  
50 cent increase

## Bicycle License Fees

Issue unlicensed bicycle tickets.  
Current fees- \$0-\$6.50 per jurisdiction  
County Day use permits

## Bond Issue

Single issue bond measures

## Grants

Federal  
Alternative Transportation, bike safety, paths  
Transportation  
Community

## Parking

High School on campus parking fees  
Eliminate free public parking in commercial areas  
Require annual parking permits for all on street neighborhood parking  
Private commercial parking lot toll tax \$1.00  
Park and ride use fee  
Return/add parking meters/ fee parking  
Increase parking and meter fees and 0r fines

## Other Options

Investigate County government to discover where the money is going  
Advertise on light rail, buses, &trains  
Have County legalize and have monopoly on marijuana sales  
Annual HWY 17 Road Race Fundraiser  
Require bicyclist liability insurance  
Memorial/sponsored benches for bus riders and pedestrians  
Make transit vehicles available for rent "streetcar parties"  
Eliminate parking requirements but add a fee to businesses per  
Sell memorial restrooms  
Bake Sales  
Corporation Tax  
Automobile and parking user fees  
Downtown driving fee  
Parking lot tax  
Cell phone utility tax  
Sin Taxes  
Create Indian Casinos  
Trolley & Train Tickets

## Other Options Continued

Road Rage Tax  
Monterey and San Mateo sales tax increases  
Stop blocking growth and solicit business  
Neighborhood assessment district  
DUI Tax/ higher monetary penalties  
Direct user fees  
In-part user fees  
Memberships  
Sponsorships/ business sponsors & donations  
Combo of some or all suggested options in Guide  
Use taxes  
UC system for UC issues and UC impacts  
UCSC trip fee  
Make UCSC transit fee irrevocable and \$117 by 2008  
UCSC Office of the President for UC issues  
Seek corporate investment /Private Funding  
Public Donations (project specific)  
Bicycle Tax  
New car tax  
New vehicle tax-car, bike, commercial, etc...  
Non-commercial SUV Tax  
Seek State and Federal Funding  
~Monterey, San Benito, and Santa Cruz conduct joint lobbying for  
~Protect state transportation funding  
~Increase lobbying of CTC  
~Get CA's fair share of federal gas tax  
~Get Prop 42 money  
Encourage eco-tourism  
Taxes/bonuses using magnetic vehicle cards/bar code identifiers-  
identify fuel type and efficiency  
Vacation home tax  
Get safe routes to school funding  
< than 20mpg vehicle tax  
Increase traffic enforcement (tickets)  
Gas Guzzler tax  
Pay at the pump car insurance  
Neighborhood self assessments  
Tax businesses benefiting from traffic  
Rental lot of electric assist cycles and trikes  
Stiffer penalties for repeat traffic offenders  
Tax the people who cause the problems  
State wide fast pass  
Taxes penalizing private vehicle ownership  
Greater contribution from UC and Cabrillo w/ tax and fee  
Housing occupancy tax per resident and car  
Double CSA9 Fees  
Developer concessions & partnerships

## Other Options Continued

- HOT lanes
- Fast food "French fry" tax
- Businesses should buy transit tickets to give to customers
- State Proposition to close tax loopholes unless reopened by 2/3
- Improve Enforcement of existing taxes
- Adopt-a-rail trail program
- Encourage/increase taxable freight on rail line
- Business incentives to companies that switch to alternative fuel
- Business incentives to offer staggered work hours to employees
- Create minimum gas price
- Seek greater share of County discretionary funds
- Sell steel from railroad tracks
- Real Estate transfer/ Sales Tax
- Tire sales tax based on diameter of tire
- Venture Capital
- Fee to drive downtown
- Fee based school buses
- Create statewide incentive for localities to enforce traffic laws more
- Income tax on the wealthy
- Federal Progressive Income tax
- Encourage business growth in Santa Cruz
- Vehicle purchased out of county tax
- Tax all products and services that are vehicle related
- Credit card transaction fee for residents of zip codes outside the county
- Localized transportation fees

## Funding Reallocation

### RTC Needs to Reprioritize

- Encourage local gov't not to meddle outside jurisdictions and possibly hampering funding requests
- Encourage grantees to sever ties with opponents of essential road projects
- Spend most money on alternatives to automobile
- Spend less on consultants
- Spend less on studies
- Distribute discretionary funds proportional to mode use in population
- No more investment in road expansion
- Less money to roads
- Spend hwy 1 money on rail trail
- Make widening highest priority, using current funds
- Money should be being used to fix the roads
- Prioritize based on need
- Spend 50% of funds on alternatives to the automobile
- Stop spending on rail line acquisition
- Spend less on "pie-in-the-sky" ideas

## Parcel/Property Taxes

Shift more of property taxes toward road repair  
Incentives to high density near transit hubs

## Transit

Complete capital projects to free up operating revenue  
Reduce expenses on metro buses  
Elim. Local administered gov't funding to specialized transportation and reallocate it to ADA Paratransit  
Hold raises for operating employees to CPI  
Make monthly express pass fees "more appropriate"  
Make transit pay for itself  
Get electric vehicles  
Cut spending do not expand downtown metro center  
Eliminate ADA paratransit beyond legal requirements  
Cut fares on popular routes and increase them on less popular routes.

## Highways & Road Conditions

Stop spending money on rail line acquisition  
Use "design-build" for road projects  
Use STIP funds for highway and streets, not rail  
No gas tax dollars to mass transit  
Use property taxes to fix road.  
~El Rancho Drive  
Apply 1960's percentage of budget for road maint. To today  
Reallocate hwy money to street infrastructure  
No expensive highway projects  
Divert money away from widening efforts  
Control costs- "design-build" for roads

## Gov't Efficiency & Waste

Use Iraq war funds  
Reduce business subsidies  
Live within our means  
End subsidization of the automobile  
Stop Gov't waste and increase efficiency

## Developer Fees

Stop giving fee waivers and tax incentives to "big Box" stores  
Reduce fees for proven mitigations/improvements

## Rail

Use rail trail money for repairs and modifications

## Bicycles

Proportional Funding for bike projects

## Enforcement

Earmark traffic ticket revenue for transportation projects

## Uncategorized

Look to the experts for funding solutions  
Redirect parking revenue away from parking infrastructure to  
Decrease demand instead of increasing funding  
Use Volunteers

## Taxes

Share sales taxes to reduce "big Box" pressure  
Redirect state and fed highway funds to public and alternative transportation  
Ban use of transportation money in general fund  
Give less to federal gov't  
Modify prop. 42  
Divert Lottery funds  
Reallocate existing sales tax to benefit wider variety of transportation  
Cut / divert National Defense Budget  
Repeal/ modify Prop 13  
Single project sales tax /bond/ funding measures  
No funding to increase capacity for automobiles  
Eliminate gas tax funding that goes toward bicycle projects  
Sales tax should go in AFTER library tax expires  
Sales tax for *widening 1 only*. No add on projects  
Withhold taxes to Federal Government and use for transportation  
50% of all revenue to be dedicated to alternative transportation and  
Tax burden should distributed equally  
Repeal tax breaks for the wealthy  
Reallocate existing gas taxes to give greater share to counties  
Get Feds to allocate more money to cities  
Change state laws to give localities greater leeway to raise tax revenue  
Share Tax dollars better  
Restructure taxes to give more money to transportation projects  
State should prioritize funding areas that have a growth plan and/or  
Force portion of RDA money to be spent on transportation projects  
Tax measures will be tough to pass right now  
Increase developer fees but decrease them for transit smart

## Funding Generating Option Sub Category

### Objections

#### No More Money/No More Taxes

No regressive taxes  
No trains  
No tax money to state  
No money to widen Hwy 1

**Opposed All Solutions in Guide**

**No Sales Tax**

No Sales tax to widen Hwy 1  
No General Sales Tax

**No Gas Tax**

No to widen hwy 1

**No Payroll Tax**

**No Parcel/Property Tax**

Don't *only* tax property owners

**No Bicycle Taxes/License Fees**

**Worried About Local Bonds**

**No Developer Fees**

**No Amusement Tax**

**No Transient Occupancy Tax**

**No Vehicle Registration Fee**

**No Impact Fee if it Becomes  
Discretionary Funding**

**No Local Impact Fees**

**No Impact Fees**

**No Toll Roads**

**No Congestion Pricing**

**No Neighborhood Assessment Districts**

**Uncategorized**

No funding that perpetuates reliance on automobiles  
Avoid "someone else will pay" trap  
Not certain more money is needed  
No taxes for just hwy expansion  
Don't lump a myriad of projects together into a single proposal  
Separate rail and highway from each other in proposed tax increases  
No Big Ticket Projects, focus on rail trail, pedestrian bridges, potholes,  
Sales Tax measures divided by mode  
No STIP funds for rail  
Don't link alternatives and auto funding

**No Increase Parking Fines**

**No Increase Parking Fees**

**No Transit Fare Increase**

No fare increase, wants decrease or free transit