



*Santa Cruz County Regional Transportation Commission  
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## **NEWS RELEASE**

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### **Transportation Sales Tax Measure to be Considered**

The Santa Cruz County Regional Transportation Commission (RTC) will decide on Thursday, February 7, 2008 whether to proceed with placing a ½ cent sales tax measure for transportation projects on the November 2008 ballot. The proposed 35-year sales tax measure is expected to generate \$600 million in 2009 dollars for priority transportation projects throughout Santa Cruz County. The RTC meeting will be held at the Watsonville City Council Chambers, 250 Main Street in Watsonville and will be televised live by Community Television for both Charter and Comcast Cable subscribers.

In December 2007, the Regional Transportation Commission received the tax measure expenditure plan recommended by 72% of Transportation Funding Task Force members present and voting at the group's final meeting concluding 26 months of intensive effort by over 70 community and opinion leaders. The projects included in the expenditure plan address congestion relief, future connections, transit and senior/disabled transportation options, and neighborhood projects such as road rehabilitation, school traffic safety improvements, bicycle/pedestrian projects, increased local enforcement and neighborhood safety projects. A summary of the proposed expenditure plan projects can be found on the RTC website at:

<http://www.sccrtc.org/tftf/TFTFfinalMobilityPlan.pdf>.

At the February 7 meeting, the RTC will indicate their preference for the projects included in the proposed tax measure expenditure plan and the funding amounts designated to each, based on the transportation needs of the community and the potential for voter support of the measure. The RTC will also consider tax measure language addressing Greenhouse Gas Emissions and Global Warming. Action to place the measure on the ballot will initiate the required plan-level environmental review process, communicate the RTC's commitment to addressing the \$2 billion dollar transportation funding gap with a local funding source that will leverage state and federal funds, and indicate the RTC's interest in providing the community with the opportunity to weigh in on the expenditure plan.

A transportation sales tax measure requires a "yes" vote from 2/3 of Santa Cruz County voters to pass, making it necessary to have support from a super majority of local political leaders, businesses and community groups. A number of groups, including business and community entities, have expressed interest in committing time and resources to improving the network of transportation options for Santa Cruz County residents and visitors.

Over the next few months the RTC will define details of the Expenditure Plan including maintenance of effort requirements, designation of the entity to act as the Tax Authority and members of the Oversight Committee. Polling will also take place to determine the final ballot language and give an ultimate indication of readiness before the Board of Supervisors adopts the resolution to place the measure on the ballot in August.

*Public input on transportation issues is welcomed and encouraged.*

*For more information, call SCCRTC at 831-460-3200 or visit [www.sccrtc.org](http://www.sccrtc.org).*

*The meeting will be televised countywide by Community TV of Santa Cruz. Consult [www.comunitytv.org](http://www.comunitytv.org) or call 831-425-8848 for schedule and station information.*