



NAPA VALLEY TRANSPORTATION AUTHORITY TAC Agenda Letter

TO: Technical Advisory Committee
FROM: Kate Miller, Executive Director
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SUBJECT: Measure T Marketing Strategy

RECOMMENDATION

That the Technical Advisory Committee provide feedback on preliminary marketing strategies for Measure T.

EXECUTIVE SUMMARY

On November 6, 2012, the voters in Napa County approved Measure T, the Napa Countywide Road Maintenance Act. Measure T is a ½% sales tax expected to generate roughly \$300 million over a 25-year period beginning July 1, 2018, when the Measure A Flood Tax expires. Measure T is to be used for the rehabilitation and maintenance of local streets and roads.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

Measure T was approved by roughly 75% of Napa County voters in 2012, well above the required 2/3rds needed, signaling a strong desire from the community for increased funding for road maintenance. The marketing plan for Measure T will inform Napa County residents where and how their tax dollars are being spent and positively reinforce voters' 2012 decision.

Section 23 of the Ordinance requires any project or program receiving in excess of \$250,000 funded in whole or in part by revenues from the Ordinance shall be clearly designated with project signage at the project site during its construction or implementation as being provided by revenues from the Ordinance.

The Ordinance requires that 99% of the revenues be allocated directly to the jurisdictions, with 1% set aside for NVTAs administrative costs. The Ordinance doesn't define marketing requirements beyond project site signage outlined in Section 23 and the publication of a biennial report to the community in all local Napa County newspapers of general circulation required in Section 11.B.1.e. NVTAs is proposing a more robust campaign to improve transparency, expand trust of local agencies and encourage community support for future ballot measures.

A successful marketing campaign will feature strong visuals with clear messaging.

Suggested marketing techniques include:

- Construction signage (required for projects over \$250,000 or projects deemed high profile)
- Annual Measure T report published in local newspapers (biennial report required)
- Billboards / Banners
- Social Media (Before & After videos/photos)
- Direct mail outreach
- Newsletter / blogs
- Press Releases to Local Media
- Surveys to elicit feedback

Marketing messaging examples from other agencies:

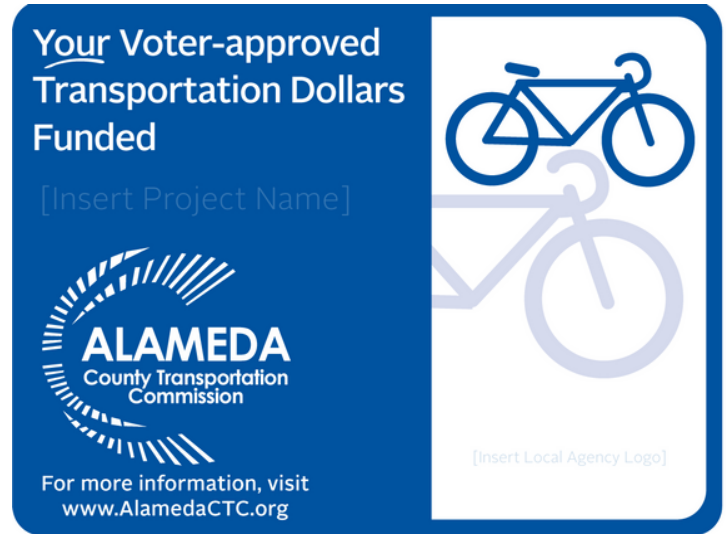
- "Your Tax Dollars At Work" (Standard)
- "Paving Progress"
- "Voter Approved"
- "Promises Made, Promises Kept"

SUPPORTING DOCUMENTS

Attachment(s):

- (1) Examples of other marketing efforts

Marketing samples



Measure A: Promises Made, Promises Kept

Promises Made, Promises Kept

Measure A has generated about \$100 million a year to finance much-needed transportation improvements and traffic relief projects throughout Sacramento County since the initial Measure A program was approved. Many of those projects are highlighted on the map at the right.

New Transportation Vision Needed

Population growth, aging infrastructure and changing commuter habits demand new approaches. Expanded use of technology, additional transit improvements, more investment in maintenance of existing infrastructure, and development of strategically important new facilities all are likely in our transportation future.

But existing state and federal resources are inadequate to

Future Needs Countywide

- Improved maintenance of roads, bridges and the transit system
- Providing Sacramento County and the cities of Citrus Heights, Elk Grove, Folsom, Galt, Isleton, Rancho Cordova and Sacramento with resources to address local needs

A

Bus and carpool lanes on I-80 from I-5 to Capital City Freeway

B

Watt Ave. and Bradshaw Rd. interchange upgrades on Hwy. 50

C

Carpool lanes on Hwy. 50 from Sunrise Blvd. to Watt Ave.

D

G

Lake Natoma crossing

H

Watt Ave. bridge

I

Cosumnes River Blvd. interchange upgrade on I-5

J

1

Completion of the Capital SouthEast Connector roadway project linking Elk Grove, Rancho Cordova and Folsom south of Hwy. 50

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