

Measure M Strategic and Implementation Plan

FY 2021/22 – 2025/26

July 2021

C/CAG **steer**
C/CAG Association of Governments
of San Mateo County

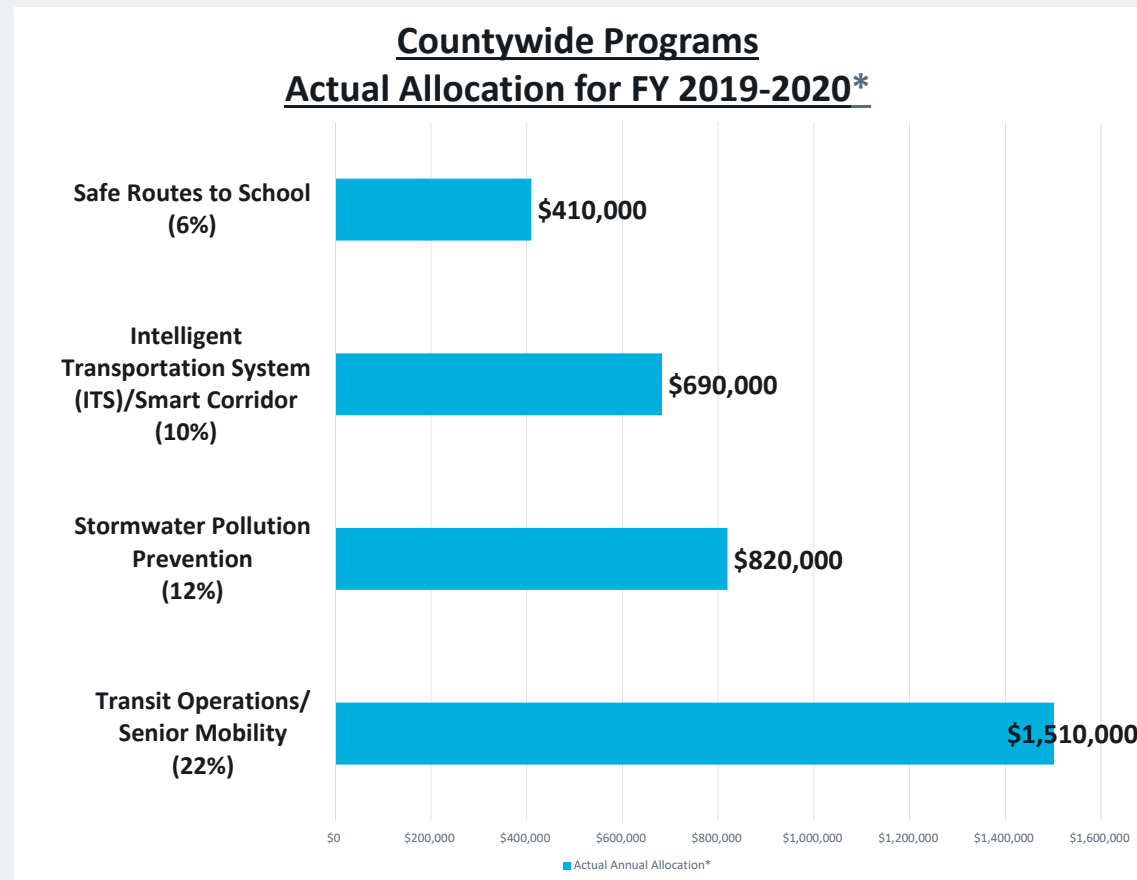
Measure M Overview

- Voter approved \$10 Vehicle Registration Fee
- 25 year funding program
- Implementation Plan is updated every 5 years
- Current Implementation Plan (FY 2016/17 – FY 2020/21)
 - Estimated Annual Revenue: \$6.70 million
 - FY 2019/20 Actual Revenue*: \$7.19 million

Program Administration (5%)	\$360,000
Net Revenue after Admin	\$6,830,000
Local Streets and Roads (50%)	\$3,410,000
Countywide Programs (50%)	\$3,410,000

*Actual Revenue and Allocation was rounded up to the nearest \$10,000.

| 7/8/2021



Measure M Strategy Project Overview



Program performance assessment

- Funding use questionnaire
- Stakeholder discussions
- Gap and challenge identification
- Logic framework

Aug – Nov 2020



Program visioning, goal setting, performance measures

- Follow up with stakeholders
- Visioning exercise
- Policy review

Oct – Dec 2020



Development of strategies

- Recommended strategies that are action-oriented
- Expected timescales and cost to complete

Nov 2020 – Mar 2021



Documentation of 5-Year Plan

- **Strategy:** Background and recommended actions
- **Implementation Plan:** Guide for funding recipients

Mar – Jun 2021

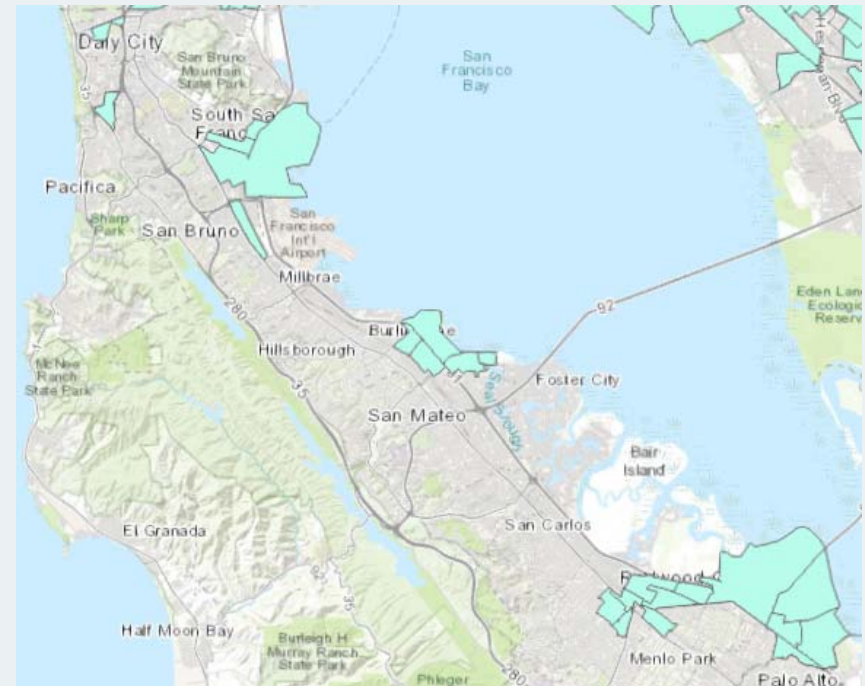
Equity

Equity Priority Communities Framework (Plan Bay Area 2050)

- People of color
- Low income (<200% Federal Poverty Level)
- Limited English proficiency
- Zero-vehicle household
- Seniors 75 years and over
- People with disability
- Single parent families
- Rent-burdened

C/CAG's Equity Platform (Medium term)

- Establish guidance on equity for all relevant C/CAG activities
- Budget included funds for consultant to assist in this effort.
- Will return to Board in near term with RFP outline.



Local Streets and Roads

Typically used for:

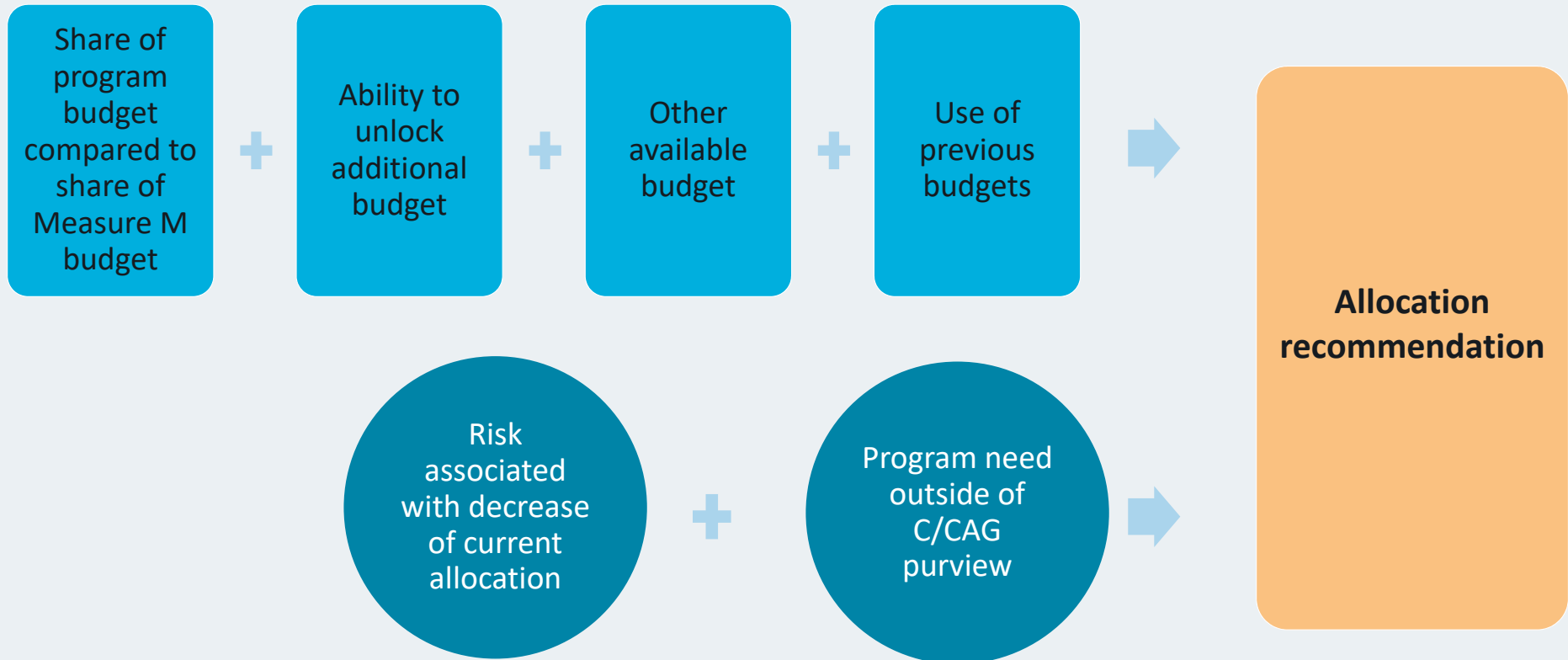
- Street sweeping
- Slurry seal application
- Road repair/resurfacing
- Catch basin cleaning



Recommended Strategic Actions:

- No change to allocation calculation originally approved by voters (50% by population and 50% by road miles)
- Expand the list of approved uses to include active transportation, trash collection, MRP activities
- Annual funding agreements with online reporting requirements

Countywide Programs – Needs-based Allocation Model



Transit Operations/Senior Mobility

Current Program:

- Supports education/marketing for senior mobility programs
- Funds Redi-Wheels program



Recommended Strategic Actions:

- Work with C/CAG to determine how to spend funds on other senior mobility programs not allocated to Redi-Wheels
- Report on metrics that estimate VMT reduction

Innovative Focuses:

- Develop online reservation system
- Explore potential for partnership with TNCs (i.e. Uber and Lyft)
- Focus on educating seniors who *are* able to ride transit

Current Allocation	Recommended Allocation	Est. Annual Change*	FY 20-21 Program Budget	Est. % Change in Program Budget
22%	18%	(\$270K)	\$19.1M	(1.4%)

*Using actual FY19/20 revenues as a basis, calculated the annual change by comparing the current and new recommended allocation

Technology/Smart Corridor

Current Program:

- Supports and maintains the San Mateo County Smart Corridor project
- Installs cameras, detection systems, message signs and fiber to assist motorists and enable active traffic management



Recommended Strategic Actions:

- Develop standard reporting processes documenting time savings from system use
- In years where no local match anticipated, direct funding to asset management and technology pilots (i.e. partner with Centralized Emergency Vehicle Preemption project)

Innovative Focuses:

- Explore public private partnership opportunities
- Develop supportive policy guidance for jurisdictions to protect fiber assets

Current Allocation	Recommended Allocation	Est. Annual Change*	FY 20-21 Program Budget	Est. % Change in Program Budget**
10%	11%	\$68K	\$7.3M	0.9%

*Using actual FY19/20 revenues as a basis, calculated the annual change by comparing the current and new recommended allocation

**program budget includes funding for SSF Smart Corridor Construction, budget varies annually



Safe Routes to School

Current Program:

- Provides local match for countywide SRTS program
- Supports small infrastructure projects



Recommended Strategic Actions:

- Identify appropriate use for funds not earmarked for local match to federal grants
- Improve consistency of annual travel survey data collection practices

Innovative Focuses:

- Continue to collaborate with C/CAG and agency partners to implement infrastructure projects
- Continue to focus efforts on low-income areas

Current Allocation	Recommended Allocation	Est. Annual Change*	FY 20-21 Program Budget	Est. % Change in Program Budget
6%	6%	-	\$0.7M	-

**Using actual FY19/20 revenues as a basis, calculated the annual change by comparing the current and new recommended allocation*

Stormwater (NPDES/MRP)

Current Program:

- Supports MRP compliance for all 21 jurisdictions through education and review
- Implements green infrastructure projects



Recommended Strategic Actions:

- Specify activities within Measure M program, focusing on project design and implementation
- Support knowledge sharing amongst jurisdictions to define progress toward advancing innovation

Innovative Focuses:

- Continue to partner with schools on infrastructure projects, schoolyard greening and education
- Continue advancing sustainable street project planning and implementation
- Continue supporting regional stormwater facilities

Current Allocation	Recommended Allocation	Est. Annual Change*	FY 20-21 Program Budget	Est. % Change in Program Budget
12%	15%	\$181K	\$2.7M	6.7%

**Using actual FY19/20 revenues as a basis, calculated the annual change by comparing the current and new recommended allocation*

Conclusion

Today's Action: Review and adopt the Measure M Strategic and Implementation Plan for Fiscal Years 2021/22-2025/26

Next Steps:

- Plan approval from C/CAG Board
- C/CAG staff and consultant team to begin working on program implementation:
 - Design Countywide Program pilot program
 - Support performance data collection to inform future impact-based allocation decisions
 - Outline public reporting through online dashboard



Thank You

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