

# **ALAMEDA COUNTY, CA**

## **Transportation Funding Initiative**

*Election Cycle:* November 2012

*Title:* Measure B1: Transportation Expenditure Plan

*Type of Measure:* Measure B1 required 66.67% voter approval.

*Summary :* This county transportation funding ballot initiative failed by roughly 700 votes in 2012.

Measure B1 proposed extending Alameda County's current .5% transaction and use tax that was designated for transportation projects. The second part of this measure included raising the transactions and use tax by another .5% so it would then be 1%. The third component of this measure was giving the Alameda County Transportation Commission the power to issue limited tax bonds.

Measure B1, the Transportation Expenditure Plan, proposed using these new revenues to improve transportation access to jobs and schools, to maintain roads and highways and to enhance bicycle and pedestrian safety. Additionally, the measure included plans to decrease traffic and improve air quality in the County.

*Status of Legislation:* Ballot Measure Failed Narrowly.

This ballot measure received 66.53% of the vote, so it did not receive the 66.67% of voter approval that is required for ballot measures in California.

|            | <b>Measure 1 B</b> |
|------------|--------------------|
| <b>YES</b> | 66.53%             |
| <b>NO</b>  | 33.47%             |

### *Overview*

- Two-Thirds Majority Special Tax Threshold ---Alameda and LA County
- Strong organized support with minimal organized opposition

### *Proponents of Measure B1*

Overall, Measure B1 received widespread support from construction companies, builders, contractors, other private firms, and public sector organizations.

- Bay Area Council
- Dublin Chamber of Commerce
- Pleasanton Chamber of Commerce
- Oakland Chamber of Commerce
- Laborers
- Operating Engineers
- Contractors

### **“YES on B1” (Committee to Save Local Transportation Funding)**

Organizations that endorsed the “Yes on B1” Campaign:

- AC Transit
- AFSCME Council 57
- Alameda County Board of Supervisors
- Alameda Labor Council, AFL-CIO
- Albany Strollers and Rollers
- Alliance of Californians for Community Empowerment
- BART
- Bay Area Planning Coalition
- Berkeley Citizens Action
- Bike Alameda
- Building Trades Council of Alameda County
- California Alliance for Jobs
- California State Legislature
- Carpenters Union Local 713
- Center for Independent Living
- City of Alameda
- City of Albany
- City of Berkeley
- City of Dublin
- City of Emeryville
- City of Fremont
- City of Hayward
- City of Livermore
- City of Newark
- City of Oakland
- City of Piedmont
- City of Pleasanton

- City of San Leandro
- City of Union City
- Disability Action Network
- Downtown Oakland Senior Center
- Dublin Chamber of Commerce
- East Bay Bicycle Coalition
- East Bay Economic Development Alliance
- East Bay Regional Park District
- East Bay Young Democrats
- Engineering & Utility Contractors Association
- Fremont Chamber of Commerce
- Genesis
- Greenbelt Alliance
- Hispanic Chamber of Commerce Alameda County
- Hong Lok Senior Center
- IFTPE Local 21
- John George Democratic Club
- League of Conservation Voters of the East Bay
- Livermore Valley Chamber of Commerce
- Metropolitan Transportation Commission
- Natural Resources Defense Council
- North Oakland Senior Center
- Oakland Chinatown Chamber of Commerce
- Oakland Metropolitan Chamber of Commerce
- Pleasanton Chamber of Commerce
- Port of Oakland
- San Leandro African-American Chamber of Commerce
- SEUI Local 1021
- TransForm
- Tri-Cities Democratic Forum
- United Seniors of Oakland and Alameda County
- Walk Oakland Bike Oakland
- West Oakland Senior Center

*Public Officials in Support of B1:*

- Congresswoman Barbara Lee
- Congressman John Garamendi
- Congressman Mike Honda
- Congressman Jerry McNerney
- Congressman Pete Stark
- Assemblywoman Joan Buchanan
- Assemblywoman Mary Hayashi

- Alameda County Superintendent of Schools Sheila Jordan
- Alameda County Board Of Supervisor Scott Haggerty
- Alameda County Board Of Supervisor Richard Valle
- Alameda County Board Of Supervisor Wilma Chan
- Alameda County Board Of Supervisor Nate Miley
- Alameda County Board Of Supervisor Keith Carson
- Alameda Vice Mayor Rob Bonta
- Albany Mayor Farid Javandel
- Berkeley Mayor Tom Bates
- Berkeley City Council Member Linda Maio
- Berkeley City Council Member Darryl Moore
- Berkeley City Council Member Jesse Arreguin
- Berkeley City Council Member Laurie Capitelli
- Berkeley City Council Member Susan Wengraf
- Berkeley City Council Member Kriss Worthington
- Berkeley City Council Member Gordon Wozniak
- Berkeley City Council Member Max Anderson
- Dublin Mayor Tim Sbranti
- Dublin City Council Member Don Biddle
- Dublin City Council Member Eric Swalwell
- Emeryville Mayor Jennifer West
- Emeryville City Council Member Ruth Atkin
- Fremont Mayor Gun Morrison
- Fremont Vice Mayor Anu Natarajan
- Fremont City Council Member Bill Harrison
- Fremont City Council Member Suzanne Lee Chan
- Fremont City Council Member Dominic Dutra
- Hayward Mayor Michael Sweeney
- Hayward City Council Member Olden Henson
- Hayward City Council Member Bill Quirk
- Hayward City Council Member Francisco Zermeno
- Hayward City Council Member Marvin Peixoto
- Hayward City Council Member Mark Salinas
- Hayward City Council Member Barbara Halliday
- Livermore Mayor John P. Marchand
- Livermore City Council Member Stewart Gary
- Newark Mayor Alan L. Nagy
- Newark Vice Mayor Ana M. Apodaca
- Newark City Council Member Maria Collazo
- Newark City Council Member Luis Freitas
- Oakland Mayor Jean Quan
- Oakland City Council President Jane Brunner

- Oakland City Council Member Patricia Kernighan
- Oakland City Council Member Nancy Nadel
- Oakland City Council Member Libby Schaaf
- Oakland City Council Member Larry Reid
- Oakland City Council Member Rebecca Kaplan
- Piedmont Mayor John Chiang
- Piedmont City Council Member Jeff Wieler
- Pleasanton Mayor Jennifer Hosterman
- Pleasanton City Council Member Cheryl Cook-Kallio
- San Leandro Mayor Stephen H. Cassidy
- San Leandro City Council Member Michael J. Gregory
- San Leandro City Council Member Ursula Reed
- San Leandro City Council Member Diana M. Souza
- San Leandro City Council Member Joyce Rutledge Starosciak
- San Leandro City Council Member Pauline Russo Cutter
- Union City Mayor Mark Green
- Union City Vice Mayor Jim Navarro
- Union City City Council Member Pat Gacoscos
- Alameda County Board of Education Trustee Ken Berrick
- Alameda Unified School District Board Member Ron Mooney
- Albany Unified School District Board Member Allan Maris
- Berkeley Unified School District Board Director Josh Daniels
- Hayward Unified School Board Board Member Lisa Brunner
- Livermore Valley Joint Unified School District Board Member William H. Dunlop
- Newark Unified School District Board Member Nancy Thomas
- Newark Unified School District Board Member Ray J Rodriguez
- Oakland School Board Director David Kakishiba
- Oakland School Board Director Noel Gallo
- Oakland School Board Director Christopher Dobbins
- Peralta Community College District Trustee Abel Guillen
- Piedmont Unified School District Board Member Andrea Swenson
- San Leandro Unified School District Trustee Hermy B. Almonte
- East Bay Parks & Recreation Commissioner Ayn Wieskamp
- AC Transit Director Greg Harper
- BART Board of Directors District 6 Thomas Blalock

*Social Media Information<sup>1</sup>:*

- Official Website: <http://yesonb1.com/>
- Facebook: <http://www.facebook.com/YesOnB1>
- Twitter: @YesOnB1 <https://twitter.com/YesOnB1>
- Blog: <http://yesonb1.com/blog/>

**#2 Transform**

- Official Website: <http://transformca.org/advocacy/measureb>

**#3 East Bay Bicycle Coalition**

- This coalition worked in tandem with the “Yes on B1” Campaign.
- Official Website: <https://www.ebbc.org/yesonb1>
- Facebook: <https://www.facebook.com/EastBayBicycleCoalition>
- Twitter: @EBBC <https://twitter.com/EBBC>

*Opposition*

- Estes Albert Phillips, Candidate Assembly District 16
- Christopher J. Pareja, Business Owner and June 2012 Independent Candidate
- Mary B. Steel, President, SF Bay CAPR, President

*Political Consultants for “Yes on B1” Campaign*

- **Larry Tramatola and John Whitehurst, Co-General Campaign Consultants**
- **Mr. John Whitehurst, Principal at Barnes Mosher Whitehurst Lauter & Partners**

Website: <http://www.bmwlandpartners.com/team/>

- **Mosher Campaign Strategy & Media** (“Yes on B1” Campaign Consultants)

Website: <http://whitehurstmosher.com/wp/>

- **Wendel Rosen Black and Dean** (Law Firm for “Yes on B1” Campaign)

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<sup>1</sup> <http://us5.campaign-archive2.com/?u=a1f5067c9070b0edfbb03bcec&id=1412b6e182&e=111215e301>

## *Campaign Strategies and Tactics & Campaign Advertising Materials*

### **(1) “Yes on B1” Campaign Strategies & Tactics**

- The “Yes on B1” Campaign raised \$800,000.
- Campaign Signs for Windows & Lawns
- Direct Mail Campaign
- E-mail Writing Campaign for Voters’ to Send to Friends & Family
- Fundraising<sup>2</sup>
- Volunteer Recruitment
- Social Media Campaign. Supporters shared their stories through videos and written testimonials on Facebook.<sup>3</sup>

### **(2) East Bay Bicycle Coalition Campaign Tactics & Advertising Materials**

- Lawn Signs & Posters
- Phone banking
- Flyering
- Participate in Outreach Events
- Volunteer Recruitment: *“Measure B1 is a 4-fold increase in bike/ped funding that will build a connected network of safe and comfortable bikeways in your city and throughout the County. That’s why you’ll be hearing our “Yes On B1” call thru to the Nov 6 election to secure funding to build hundreds of miles of new bikeways and double, no triple, the numbers of people bicycling.”*

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<sup>2</sup> <http://yesonb1.com/contribute.php>

<sup>3</sup> <http://www.examiner.com/article/well-funded-yes-on-b1-committee-launches-mailers>

## Campaign Finance Information

### Campaign Contributions to Support Measure B1<sup>4</sup>

| CONTRIBUTION NAME   | CONTRIBUTION     |
|---|------------------|
| California Alliance for Jobs-Rebuild California Committee   | \$50,000         |
| Laborers  | \$46,500         |
| Northern California Carpenters Regional Council Issues PAC  | \$25,000         |
| Northern California District Council of Laborers Issues PAC | \$25,000         |
| Service Employees International Union Local 1021 Issues PAC | \$25,000         |
| Parsons Brinckerhoff, Inc.                                  | \$23,500         |
| RGW Construction, Inc.                                      | \$20,000         |
| HDR Engineering, Inc.                                       | \$17,500         |
| The Garden of Eden Cooperative, Inc.                        | \$15,000         |
| Aecom Technology Corporation                                | \$15,000         |
| Mark Thomas & Company, Inc.                                 | \$13,500         |
| <b>TOTAL</b>  | <b>\$552,400</b> |

## Lessons Learned

Upon further analysis, the pro-referendum campaign was not able to raise sufficient funds. Moreover, the “campaign could have worked harder to get enough money for additional lawn signs and mailers.”<sup>5</sup> The “in to perpetuity” language also hurt the campaign, and according to Emily Cohen from United Contractors, the next ballot initiative pursued will not include this language.

## Text of Legislation<sup>6</sup>

### Alameda County Measure B1

### Sales Tax

#### TRANSPORTATION SALES TAX FOR ALAMEDA COUNTY

Requires a 2/3 vote to pass.

#### The Question

Should the voters of Alameda County approve a 1/2 cent sales tax increase that will be extended in perpetuity to help fund transportation projects and programs in the county?

#### The Way It Is Now

In 1986 and 2000 Alameda County voters approved Measure B, a 1/2 cent sales tax dedicated to

<sup>4</sup> <http://votersedge.org/alameda-county/ballot-measures/2012/november/measure-b1>

<sup>5</sup> Emily Cohen, United Contractors

<sup>6</sup> Link to Website: <http://www.lwvoakland.org/VOTER-October-2012.html#local>



transportation that is currently due to expire in 2022. The tax has funded improvements for transit, streets and roads, highways and freeways, and bicyclists and pedestrians. Funding from state and federal sources has since declined, and the economic downturn has reduced tax revenues. As a result, transit services have been cut, fares have increased and roadway maintenance has been deferred.

#### **Fiscal Effects**

If this measure is approved, Alameda County voters would continue to pay the current ½ cent sales tax plus an additional ½ cent tax. The resulting 1 cent tax will raise almost \$7.8 billion for transportation purposes between 2013 and 2043.

#### **What this Measure Would Do**

More than three-fourths of the revenues would pay for improvements in three categories: transit, including paratransit; local streets and roads; and bicycle and pedestrian projects. Smaller amounts would go to freeways, transit-oriented development, freight transportation, and a student transit pass program. Updates to the spending plans will be submitted for voter approval by 2043 and every 20 years afterward.

#### **Supporters Say**

Transportation sales taxes are critical to maintaining and upgrading our transportation infrastructure and services. These needs will go on forever. An independent watchdog committee will monitor expenditures.

#### **Opponents Say**

Sales taxes are regressive because low-income households pay a larger share of their income in sales taxes than do higher-income households. The tax would be extended in perpetuity with no opportunity for voters to renew or end it.

**A Yes Vote means: Alameda County taxpayers would pay an additional half-percent on all taxable purchases to fund transportation projects.**

**A No Vote means: No change in the current sales tax. It would expire in 2022.**

## *References*

<http://www.transformca.org/measureb>

[http://www.alamedactc.org/news\\_items/view/9744](http://www.alamedactc.org/news_items/view/9744)

[http://www.mercurynews.com/breaking-news/ci\\_21944342/measure-b1-sales-tax-increase-trailing-very-early](http://www.mercurynews.com/breaking-news/ci_21944342/measure-b1-sales-tax-increase-trailing-very-early)

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<http://www.lwvoakland.org/VOTER-October-2012.html#local>

<http://www.smartvoter.org/2012/11/06/ca/alm/meas/B1/#arguments>

**ARTBA Contact:** Rebecca Schwartz, (202) 289-4434, [rschwartz@artba.org](mailto:rschwartz@artba.org)