



Advancing Women in Transportation  
Sacramento Chapter

## Chapter e-News Special Edition

### Upcoming Events

#### May Lunch Program: West Sacramento - Redefining the Riverfront

Monday, May 22nd  
SACOG Board Room  
3rd Floor  
11:30 am - 1:00 pm

[Register Here!](#)

Last day to register is this  
Thursday, May 18th

#### SAVE THE DATE! WTS Cruising the Catwalk Fashion Show Fundraiser

Thursday, August 31st  
CSUS Alumni Center  
5:30 pm

Stay tuned for more  
details!

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### Celia McAdam on Placer County's Measure M: "The enemy of progress is perfection."

Stacey Alliguie, Lauren Proctor, Emily Abrahams, Meggie Elledge, and Cheryl Spatz of WTS Sacramento had the pleasure of meeting with **Celia McAdam, Executive Director at the Placer County Transportation Planning Agency (PCTPA)**, to debrief the **Measure M** from the 2016 election and PCTPA's **next steps**.

In November of 2010, Proposition 26 was passed in CA which required a supermajority (two-thirds, 66.67%) vote in order to pass new taxes and fees. For a very diverse county such as Placer, it is not an easy task to have two-thirds of the county agree on priorities; life for residents of Roseville is quite different than residents of Tahoe City. After looking at the potential for a transportation sales tax **for more than a decade**, PCTPA began serious work to compose Measure M in 2014. Intensive public outreach programs, combined with polling research, guided the development of the expenditure plan for Measure M. Polling through 2015 and 2016 returned with 60% to 70% or better in favor of the plan.

The measure that ultimately went before the voters addressed transportation priorities for all areas of the county, addressing traffic congestion, pothole repair, senior and disabled transportation, bikeway connections, Tahoe-specific issues, and expanding Capitol Corridor rail. Celia commented that the expenditure plan "was **just about perfect**, I don't believe changing anything on it would have gotten more votes overall."

The private sector campaign for Measure M focused on extensive public **outreach** and was performed to educate County voters on the expenditure plan and encourage support. An aggressive social media campaign combined with billboards, telephone, town hall meetings, and numerous mailers to registered voters targeted to localized priorities were all part of the effort. Overall, it was a successful voter turnout, with **over 80% of residents voting**. "Everyone worked so hard to get the word out," Celia added.

So why did Measure M only receive **63.83%** of the vote and failed to pass? Celia noted that the Measure had over

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70% support in much of South Placer where the traffic congestion is more of a problem, but fell to the mid-50's in the foothills and Tahoe.

Celia speculated on several possible reasons why the measure didn't pass. The 2016 election ballot had a large amount of funding measures, and Measure M was near the bottom of the ballot and may not have received the attention needed from voters tired of reviewing the propositions. Celia also commented that there seems to be a **disconnect** with the public about what transportation services cost, as well as a mistrust of government in general. She cited comments made by the public on the Measure's Facebook page which demonstrated this idea, such as "eliminating the bullet train and using that money for roads instead" and "if the Supervisors didn't get a raise, you'd have the money to fix Highway 65". She added that all the attention about the Presidential Election may also have **overshadowed** the other items on the ballot as well. Celia said she heard from people and groups that supported some parts of the plan while opposing others, responding that **while the plan wasn't everything for everyone, it was still the right plan**. "The enemy of progress is perfection," she stated. "You can do your best technical work, but in the end, it's politics."

After the election, the PCTPA started to breakdown the results and figure out how to deal with the disconnect between transportation needs and funding in a county as diverse as Placer. The **strong support** in South Placer shows that people there understand the need for a local funding source to deal with transportation problems, while folks in the rural foothills are either not as motivated by or as concerned about those issues. "That's where the idea of dividing the county into transportation sales tax districts took hold", said Celia.

This not a new idea for Placer, she noted, as the Tahoe area has been a separate transportation sales tax district since enabling legislation was passed in the mid-1990's. PCTPA is **working on a similar plan** to divide Placer County into a total of three transportation sales tax districts: Tahoe, Mid-Placer, and South Placer. Celia acknowledged there are some **big challenges** to this approach, the first being to secure State legislation to allow this. The other challenge is to figure out where those boundary lines would be drawn, and how will they make it happen?

With endorsement from the PCTPA Board to pursue this plan, a meeting was held in March with City managers and other public works officials to start the "tough conversations" about drawing boundary lines. Celia stated that the approach was for the boundary lines be determined by consensus of local agencies rather than the legislature. "It is unacceptable to let SR-65 or I-80 become a parking lot. But at the same time, we don't want any area of the County to fall apart. We need to keep moving

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forward."

While the recent passage of SB 1 provides funding for maintenance and repair of roads and highways, it doesn't do much for regions dealing with **capacity issues**. President Trump's \$1 trillion infrastructure plan proclamation doesn't actually identify any money for transportation needs. When it comes to dealing with transportation, particularly traffic congestion, "Placer's situation is desperate, and we can't count on the State or Feds to fix it," Celia said.

PCTPA is looking into getting a **new Measure** on the ballot, possibly in November of 2018 for the South Placer district. In order to accomplish that, they need to get a lot of the logistics nailed down this summer. WTS-Sacramento will continue to monitor this plan and provide updates as to the progress of a potential measure on the ballot next year.

Celia has worked for Placer County for roughly 20 years. She has been part of amazing programs and projects, such as the South Placer Regional Transportation Authority (SPRTA) and the Lincoln Bypass. Measure M was the first measure for her that was on the election ballot.



Emily Abrahams, Celia McAdam, Stacey Alliguie, Lauren Proctor, Meggie Elledge and Cheryl Spatz

### **Attention Readers!**

If there is a **hot** topic that you would like us to look into and cover in a Special Edition Newsletter, feel free to [contact](#) the WTS-Sacramento Board (or just reply to this email) with any ideas and/or questions!

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## **Looking for an Employment Opportunity or Have One to Share? The WTS Sacramento Job Bank Can Help!**

Finding the right job for yourself or finding the right applicant for your organization is critical for business

development, yet it can be no small task. The [WTS Sacramento Chapter Job Bank](#) provides an excellent forum to advertise your vacant positions and serves as a valuable resource for job-seekers in our region.

If you are interested in advertizing a position, please contact Leslie Fung, WTS Sacramento Website Chair, for more information at 916.403.5769 or [lfung@markthomas.com](mailto:lfung@markthomas.com)

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