



# 2023 | ANNUAL REPORT



## What's Inside

- Promise in Action: The Measure A Multiplier Effect
- Groundbreaking Partnership Paves Way for Guadalupe's Safer Roads
- Santa Claus Lane Bikeway Celebrated, Connecting Communities
- Introducing a New Way to Think About Commute Incentives



# PROMISE IN ACTION: THE MEASURE A MULTIPLIER EFFECT

## Letter from Executive Director and Chairperson

We are pleased to present the Measure A 2023 Annual Report, marking 15 years since voters gave their approval to invest in a plan for the future of our transportation infrastructure. This report is a testament to the power of collective action and the positive impact Measure A has had on Santa Barbara County.

The theme of this year's report is "Promise in Action: The Measure A Multiplier Effect." It highlights the transformative nature of Measure A and showcases how the revenues generated have been leveraged with other funding sources to improve our transportation infrastructure.

We are proud to share that Measure A revenues have reached new heights, enabling us to invest in critical projects that enhance mobility and improve the quality of life for all residents. From road improvements to public transit enhancements, Measure A funds have been instrumental in shaping the transportation landscape of our county. Measure A has helped to fund bike lanes, clean air transport, pedestrian safety projects and train travel within the County.

This Annual Report serves as a testament to the commitment and dedication of our community in supporting Measure A. Without it, none of these achievements would have been possible.

As we reflect on the past 15 years, we also look to the future with optimism. We remain committed to transparency and ensuring that Measure A funds are utilized efficiently and effectively to address transportation needs in our community.

Together, we look forward to continuing to build a thriving and sustainable transportation network that serves Santa Barbara County for generations to come.

Sincerely, Marjie Kirn and Pat Saley



**MARJIE KIRN**  
Executive Director, SBCAG



**PAT SALEY**  
Chair, Measure A Citizens Oversight Committee

## In This Issue

### FEATURE STORY (Page 3)

- Promise in Action:  
The Measure A Multiplier Effect

### PROJECTS AT-A-GLANCE (Page 5)

- A Look Back In Time
- Groundbreaking Partnership Paves Way for Guadalupe's Safer Roads
- Santa Claus Lane Bikeway Celebrated, Connecting Communities
- Safety Enhancements Coming To Highway 166/Black Road Intersection

### TRANSIT SPOTLIGHT (Page 7)

- Ventura County Resident Finds Stress-Free Commute with Coastal Express Bus Service
- Santa Barbara MTD Launches 19x: New Express Bus Service To Alleviate Congestion

### TRAFFIC SOLUTIONS (Page 8)

- Shifting Gears from Cuyama to Carpinteria
- Introducing a New Way to Think About Commute Incentives
- Santa Barbara County Open Streets Celebrated in 2023!

### OVERSIGHT & FISCAL PROFILE (Page 9-10)

- Measure A Citizens Oversight Committee
- New Members Join the Committee
- Revenues and Expenditures: July 1 2022 to June 30, 2023

## Stay Connected

[www.measurea.net](http://www.measurea.net)

@SBCAG

@SBCAG

@SBCAG\_info

805.961.8905

# MEASURE A OVERVIEW



In November 2008, Santa Barbara County voters overwhelmingly approved Measure A, a local transportation half cent sales tax, with a resounding 79% majority vote.



Santa Barbara County is **1 of 25 Counties in California** with a transportation sales tax measure.



The measure provides funding to **improve transportation infrastructure and reduce traffic congestion.**

## Funding

**\$54.9 million**

collected in Fiscal Year 2021-2022, the highest revenue received for Measure A since its passage.

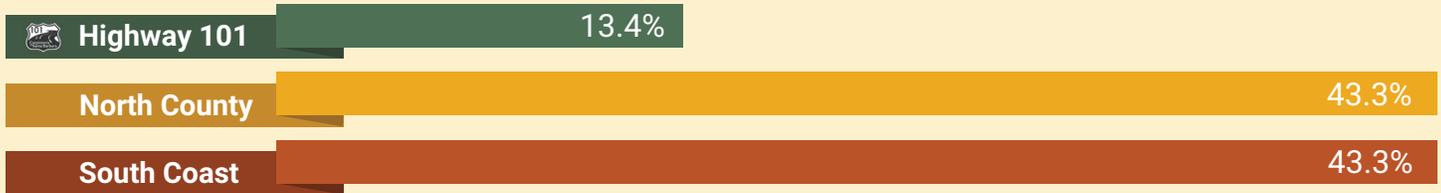
**\$1.6 billion**

projected to collect through 2040.

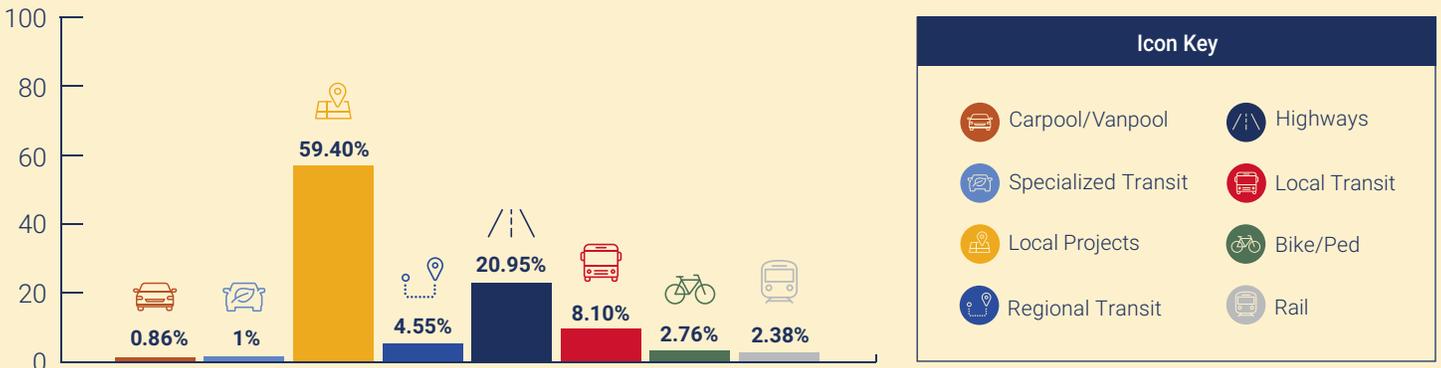
**\$632 million**

in state and federal funds leveraged from \$100 million of Measure A revenue in the last 11 years.

Voters approved dividing total measure spending into three categories:



## Measure A North and South Program Summary with Highway 101 Project



## Accomplishment Highlights



**Eight out of 15 regional infrastructure projects** aimed to improve traffic congestion and mobility have already been completed.



**Nine transit agencies received \$72 million for the purchase of new buses**, providing reduced fares for elderly and disabled individuals, and covering operational expenses.



**104 bicycle, pedestrian, and safe routes to school projects** in Santa Barbara County received a total of \$11.5 million in funding.



**Smartride.org, which offers resources and incentives for commuters**, helped 5,208 employees from 127 organizations save \$9.5 million in commuting costs while reducing 2.1 million car trips, benefiting both the environment and commuters.

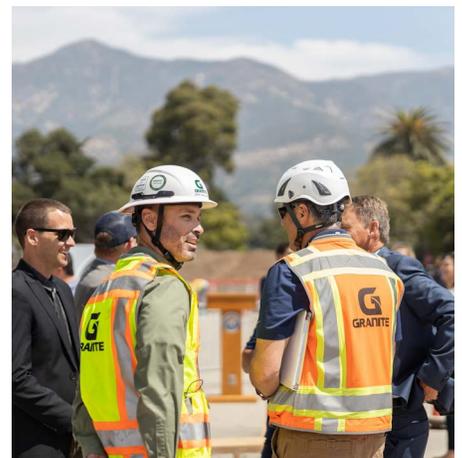


## Promise in Action: The Measure A Multiplier Effect

In a transformative development for the Santa Barbara U.S. 101 Multimodal Corridor Project, the California Transportation Commission approved a remarkable \$132.4 million award in June 2023.

This decision paves the way for the project to advance and showcases the significant impact of Measure A, the local transportation sales tax.

The award, made possible through the competitive Senate Bill 1 (SB1) grant programs, signifies a major milestone for the community. It not only bolsters the ongoing Highway 101 Carpinteria to Santa Barbara project but also supports broader initiatives focused on sustainable mobility.





As one of the highest-funded projects in California to receive competitive Senate Bill 1 program funding, this is a significant boost to a more than 17-year effort to improve safety and reduce congestion.

The \$132.4 million ensures the completion of construction for Highway 101 improvements and carpool lanes in Montecito and the City of Santa Barbara up to the Hermosillo Road off-ramp.

Additionally, it enables the implementation of planned electric buses for the Santa Barbara Metropolitan Transit District, coastal access improvements, zero-emission vehicle charging, and contactless card readers for the Coastal Express operated by the Ventura County Transportation Commission.

The Highway 101 Carpinteria to Santa Barbara project, with a total cost of \$1.1 billion, is a testament to the power of partnerships and the effectiveness of Measure A.

Leveraging \$180 million from Measure A, combined with significant local, state, and federal funding sources, the project exemplifies the multiplier effect of local transportation investment.

While progress has been made, an additional \$130 million is needed to complete the remaining construction, extending to Sycamore Creek in the City of Santa Barbara. The State of California, SBCAG, and Caltrans District 5 are actively collaborating to secure the necessary funding and coastal development permits for this final phase.

The impact of this project reaches far beyond the realm of transportation. It promises improved accessibility, reduced emissions, enhanced coastal access, and increased mobility options for residents and visitors alike.

Measure A, combined with the state and federal investments facilitated by SB1, is transforming the U.S. 101 corridor, making it more resilient, efficient, and sustainable.

It continues to deliver on its promise, leveraging millions of dollars to advance regional priority projects.

Visit [www.sbroads.com](http://www.sbroads.com) or call (805) 845-5112

To learn more about the Highway 101 Carpinteria to Santa Barbara project and sign up for construction updates.



## Did you know?

Transportation projects progress through construction phases more quickly based on the availability of SB 1 funds, including projects that are partially funded by SB 1. Learn more about different state and federal infrastructure programs, track the amount of funding California is receiving, and find projects funded by SB 1 online at [RebuildingCA.ca.gov](http://RebuildingCA.ca.gov).

## A Look Back In Time: 10 Years Ago

A look back ten years ago to the completion celebration of one of the first Measure A projects and a significant transportation connection for the City of Santa Maria and the Orcutt community: the Union Valley Parkway Interchange. It was not just another road; it was a new beginning, making the community more accessible and connected.



## Groundbreaking Partnership Paves Way For Guadalupe's Safer Roads

Change is underway for Guadalupe. As families gathered in the Pasadera housing development to celebrate the groundbreaking of a new junior high school and early learning center, another dynamic partnership breathed to life a long-awaited safety and transportation project.

Commuters, pedestrians, and cyclists navigating the intersections of State Routes 1 and 166 extending through Obispo and Flower Streets face daily challenges surrounding the growing Pasadera neighborhood. The current infrastructure is strained and insufficient to accommodate the growth, with concerns for child safety being a prominent voice among families.

The City of Guadalupe forged a partnership with Pasadera developers to respond to the challenges and work together with Caltrans and SBCAG to orchestrate a \$35 million suite of transportation improvements. The improvements will not just alleviate current congestion and enhance safety, but also deliver lasting solutions that will benefit the community for decades to come.

The project known as the **Guadalupe Active Partnership for Signalization & Capital Preventative Maintenance to Santa Maria project** includes signalized intersections, rail crossing improvements, new sidewalks and over a mile of new bike lanes to the benefit of residents and families alike.

The effort stands as a testament to the unwavering perseverance and partnership of city and transportation officials. Predominantly funded by California state resources, the project utilizes unique federal funds available once a decade, further amplified by Measure A funds and community backing, to enhance the congested area busy with workers, students, and local businesses.

All these changes are being implemented to shape a future where all forms of transportation, including walking, driving, and biking, are associated with safety and accessibility first and foremost. The environmental assessments and design phases are already in motion. Construction is projected to begin in the Spring of 2027.



*Simulation of Highway 166 looking East between Obispo St, and Flower Ave.*

*The vision for a safer Guadalupe is coming to life.*

## Santa Claus Lane Bikeway Celebrated, Connecting Communities

After years of anticipation, the Santa Claus Lane Bikeway has officially opened, connecting Santa Claus Lane to Carpinteria Avenue on the beachside of Highway 101.

The completion was celebrated in November by community leaders, bicyclists, residents, and business owners. The 0.6-mile Class I bikeway and multipurpose path is a joint effort by SBCAG, Caltrans, the County of Santa Barbara, and the City of Carpinteria.

This new path will make it easier for bicyclists and pedestrians to move between the City of Carpinteria and Santa Claus Lane, a popular beach and local business area.

Moreover, local business owners noted that the bikeway is expected to improve access and visibility to their shops and cafes.

The project was completed with Senate Bill 1 funding of \$8 million from the state, and matched with \$5.2 million in local funds, including \$1.5 million from Measure A.



## Safety Enhancements coming to Highway 166/Black Road Intersection

SBCAG shared plans for the Highway 166/Black Road Traffic Signal and Safety Improvement Project during the Club Comité Cívico Mexicano de Guadalupe's 100th anniversary fiesta at LeRoy Park. Scheduled to begin by Summer 2024, this Measure A transportation sales tax-funded project is located at the intersection of Highway 166 and Black Road between Guadalupe and Santa Maria. The improvements include new traffic signal installation, dedicated turning lanes for vehicles and bicycles, and upgrades to lighting and reflective markers. A 100-day construction period, expected to last five months and requiring a four-week closure of Black Road at the project's onset, aims to significantly enhance

safety and drainage in the area. This effort underscores the positive impact of Measure A and commitment to improving infrastructure and safety throughout the county.



## Ventura County Resident Finds Stress-Free Commute with Coastal Express Bus Service

Monserrat Tapia, a Recovery Assistant at an Adult Outpatient Clinic for Santa Barbara County Behavioral Wellness, had been struggling with the stress and cost of a daily commute from Ventura County to Santa Barbara. After spending more than \$180 on gas every week, she found relief through Coastal Express, a commuter bus service operated by Ventura County Transportation Commission in partnership with SBCAG and funded by Measure A.

With its convenient drop-off location at the clinic, and employee benefits, Coastal Express provided Tapia with a reliable and economical solution for her daily commute. Tapia found that by waking up a little earlier, she was able to make the commute work.

*But it's not just the convenience that she appreciates.*

Tapia shared that the bus drivers really go the extra mile. They take time to get to know their commuters, often providing new riders with information on the best routes for a particular commute or any changes that might impact a regular route.

She loves the breathtaking views she sees on her ride and how it contributes to her overall mental well-being and energy levels at work and home.

Although her current commute can last about an hour, Tapia looks forward to the completion of the Highway 101 high occupancy vehicle project, which could cut the time down significantly. Like the days when her commute is a breezy 30 minutes after a holiday or on a rainy day. Plus, she now wishes for more frequent trips during the day so she can take the bus for additional errands like going to doctor's appointments.



Tapia wants others to know that the Coastal Express is more than just affordable transportation—it's a way to make a positive impact on the environment and to reduce traffic congestion during commute hours. She hopes her story inspires others to give it a try, explore the many employee benefits, and embrace a new way of commuting.

To help commuters make the switch, SBCAG offers free transit passes through its "Try Transit" program. To learn more about this program and make the switch today, email [info@sbcag.org](mailto:info@sbcag.org) or call (805) 961-8905.



## Santa Barbara MTD Launches 19x: New Express Bus Service To Alleviate Congestion

Santa Barbara MTD introduced a brand-new express bus service on the South Coast. Launched in August 2023, this service is funded by Measure A as part of the Highway 101: Carpinteria to Santa Barbara project. Its main goal is to provide direct transportation and alleviate traffic congestion between Carpinteria, Santa Barbara's Eastside, and Santa Barbara City College. Operating year-round, with just seven stops

in each direction, this convenient service aims to be a commuting game-changer. The only exceptions are during city college Spring & Winter Breaks. To learn more about this exciting new service, visit Santa Barbara MTD's website at [www.sbmtd.gov](http://www.sbmtd.gov).



## Shifting Gears from Cuyama to Carpinteria

The EZ Bike Project has met its goal of increasing access to electric bikes thanks to a successful demonstration initiative funded by Measure A. The project offers local residents and commuters to try out various models of electric bikes for free aiming to reduce traffic congestion and air pollution. Since its launch, it has been embraced by over 1,570 people—over 26 percent of whom have opted for e-bikes as their preferred mode of transportation.

The EZ Bike Project expanded its reach to K-12 students, seniors, and commuters in Carpinteria and Cuyama in 2023. It was featured in an E-Bike Safety Awareness Day on State Street in Santa Barbara. The event was an opportunity for community-based organizations to come together and share with the public safety laws and available resources related to e-biking.

Participants share the value of learning about e-bike safety from experts, comparing e-bike brands, and understanding the rules of the road. Thanks to the EZ Bike Project's efforts, many riders are now more aware of their commute options and best practices when using e-bikes.



## Introducing a New Way to Think About Commute Incentives

In a pilot program conducted by SBCAG in collaboration with the City of Carpinteria, a commuter survey revealed that 87% of city employees drive an average of 13 miles alone to work.

Along with the survey, to encourage behavior change two new initiatives were introduced: a long-term electric bikeshare and a commuter incentive.

Results from the program were encouraging, with 31% of employees signing up for the flexible use of electric bikes and earning a generous daily payout for not driving. Due to the program's success, employees replaced 569 drive-alone trips with eco-friendly options.

One employee who initially drove alone entered the program's e-bike raffle and now actively commutes by bike to work, significantly reducing their carbon footprint. As a result, the City of Carpinteria plans to make the program permanent and offer new hires similar opportunities in perpetuity.

## Santa Barbara County Open Streets Celebrated in 2023!

Miles of smiles were shared at two Measure A supported Open Streets events in 2023. The Santa Ynez Valley Open Streets event was held on May 21 in Buellton on Avenue of Flags, hosted by SYV People Helping People, and a Santa Maria Open Streets was held on October 8 on Main Street hosted by the Rotary Club of Santa Maria South. Thousands of people of all ages and abilities celebrated car free streets opened up as a public park to promote active transportation, public health and community spirit. Ten Open Streets events have been hosted throughout Santa Barbara County since first initiated by SBCAG in 2013.

# MEASURE A CITIZENS OVERSIGHT COMMITTEE

## Role of Measure A Citizens Oversight Committee

Since 2009, the Measure A Citizens Oversight Committee has upheld public accountability and transparency to ensure provisions of Santa Barbara County's voter approved Measure A Investment Plan and Ordinance are properly carried out. Working alongside SBCAG, these dedicated civic leaders receive updates on Measure A programs and projects and review annual audits for compliance before presenting an annual letter of confirmation to the SBCAG Board of Directors, the Santa Barbara County Local Transportation Authority. Their invaluable service as an all-volunteer committee helps to ensure that Measure A funding at work in the region is on track to reaching its ambitious goals laid out by voters years ago.

The committee is comprised of eleven appointed members: four representing the North County, four representing the South Coast, and three at-large members. Service on the committee is voluntary and the appointees have proven to be invaluable partners within their advisory role and as community ambassadors.



More information about Measure A is available on the measure's website at [www.measurea.net](http://www.measurea.net)



### 2023 Measure A Citizens Oversight Committee Members

**At Large:** Abraham Carmona, Carson Link, Geoffrey Slaff

**North County:** J. Lansing Duncan, Mark Funkhouser, Tomas López, Eric D. Melsheimer

**South Coast:** Mark Bradley, Lisa Osborn, Pat Saley, Dennis Story



### Welcoming Expertise: New Members Join the Committee

The Measure A Citizens Oversight Committee welcomed **Abraham Carmona** and **Lisa Osborn** as its newest members in 2023. Carmona, a traffic and electrical engineer, has worked on large-scale public transportation systems and is fluent in both English and Spanish. Osborn, a news and public affairs director, has extensive knowledge of transportation issues from her work as a traffic reporter and broadcast journalist. Both bring valuable expertise and community commitment to the committee's mission of ensuring accountability for the expenditure of transportation sales tax funds.



# FISCAL PROFILE

REVENUES AND EXPENDITURES (AUDITED, INCLUDES CARRYOVER)

REVENUES	FY 2022-23	Cumulative as of FY 22-23	Investment Plan (2008 \$)**
Carryover Revenue - Restated	\$8,061,367	0	
Sales Tax	54,895,436	\$515,072,728	
Interest Earnings	393,339	2,370,204	
TIFIA Loan Proceeds	29,878,714	29,878,714	
Other Revenue Sources	0	215,440	
<b>TOTAL REVENUES</b>	<b>\$93,228,856</b>	<b>\$547,537,086</b>	
<b>EXPENDITURES</b>			
County Auditor & State Board of Equalization	\$463,070	\$5,084,910	
TIFIA Loan Debt Service	1,446,303	1,446,303	
SBCAG Administration 1%	538,387	5,158,648	
Project/Program Advocacy & Support	10,000	1,853,538	
<b>Subtotal</b>	<b>\$2,457,760</b>	<b>\$13,543,399</b>	
<b>Highway 101 Widening Subprogram</b>			
Highway 101: Carpinteria to Santa Barbara	\$22,179,556	\$84,151,128	
Highway 101: Parallel Projects	2,629,523	5,393,321	
<b>Subtotal</b>	<b>\$24,809,078</b>	<b>\$89,544,449</b>	<b>\$140,000,000</b>
<b>North County Subprogram</b>			
Local Street and Transportation Improvement	\$17,141,774	\$163,497,369	\$341,000,000
Hwy 101/Union Valley Parkway Interchange	0	5,256,245	10,000,000
Union Valley Parkway Phase III*	0	1,319,532	0
Hwy 101/Santa Maria River Bridge	0	7,836,397	10,000,000
Hwy 101/135 (Broadway) Interchange	5,731	66,534	10,000,000
Hwy 101/Betteravia Interchange	1,684	13,817	2,000,000
Hwy 101/McCoy Interchange	5,731	66,574	10,000,000
Hwy 246 Passing Lanes	16,801	21,003,469	20,000,000
Hwy 246 Santa Ynez River Bridge	4,937	53,466	8,000,000
Hwy 166 Safety Improvements	50,468	2,185,483	3,000,000
Solvang Circulation Improvements	0	600,000	3,000,000
Buellton Circulation Improvements	0	619,530	3,000,000
Buellton Sidewalk & Streetscape*	0	250,000	0
Guadalupe Circulation Improvements	0	0	3,000,000
Specialized Transit, Seniors-Disabled	228,758	2,181,884	4,500,000
Safe Routes to School, Bicycle & Pedestrian Program	27,032	1,041,469	3,000,000
Carpool & Vanpool Program	53,696	870,372	2,000,000
Interregional Transit	1,131,210	12,313,840	22,500,000
<b>Subtotal</b>	<b>\$18,667,823</b>	<b>\$219,175,984</b>	<b>\$455,000,000</b>
<b>South Coast Subprogram</b>			
Local Street and Transportation Improvement	\$13,669,143	\$130,612,824	\$272,700,000
South Coast Transit Operations Program	2,954,722	27,944,757	58,000,000
Safe Routes to School Program	192,594	4,187,165	13,000,000
Bicycle & Pedestrian Program	105,627	3,605,843	13,000,000
South Coast Transit Capital Program	499,173	10,271,131	27,000,000
Interregional Transit	1,043,942	10,790,857	25,350,000
Specialized Transit, Seniors-Disabled	301,732	2,877,906	6,000,000
Carpool & Vanpool Program	137,552	1,929,634	7,000,000
Commuter/Passenger Rail	65,152	4,587,517	25,000,000
Carpinteria Circulation Improvements	23,813	122,340	1,000,000
Goleta Overpass Improvements	4,100	46,634	7,000,000
<b>Subtotal</b>	<b>\$18,997,549</b>	<b>\$196,976,609</b>	<b>\$455,050,000</b>
<b>TOTAL EXPENDITURES</b>	<b>\$64,932,210</b>	<b>\$519,240,440</b>	
<b>FUND BALANCE, END OF PERIOD</b>	<b>\$28,296,646</b>	<b>\$28,296,646</b>	

\* Projects added per amendments to Investment Plan.

\*\*Funding amounts listed in 2008 dollars per the adopted Investment plan.



## 2023 SBCAG Board of Directors

**Director Jenelle Osborne**  
Chair, City of Lompoc

**Director Steve Lavagnino**  
Vice-Chair, 5th District Supervisor

**Director Das Williams**  
1st District Supervisor

**Director Laura Capps**  
2nd District Supervisor

**Director Joan Hartmann**  
3rd District Supervisor

**Director Bob Nelson**  
4th District Supervisor

**Director Dave King**  
City of Buellton

**Director Al Clark**  
City of Carpinteria

**Director Paula Perotte**  
City of Goleta

**Director Ariston Julian**  
City of Guadalupe

**Director Randy Rowse**  
City of Santa Barbara

**Director Alice Patino**  
City of Santa Maria

**Director Mark Infanti**  
City of Solvang

Ex-Officio Member  
**Scott Eades**  
Director, Caltrans District 5

Executive Director  
**Marjie Kirm**

Agency Counsel/ County Counsel  
**Susan McKenzie**



260 N. San Antonio Rd, Suite B  
Santa Barbara, CA 93110  
Phone: 805-961-8900 • Fax: 805-961-8901  
E-mail: [info@sbcag.org](mailto:info@sbcag.org) • Online: [www.sbcag.org](http://www.sbcag.org)

*For questions about this report, contact:*  
**MARJIE KIRM,**  
**Executive Director**  
by telephone at (805) 961-8908  
or by email [Mkirm@sbcag.org](mailto:Mkirm@sbcag.org)

To learn more about  
Measure A, visit  
**[www.sbcag.org](http://www.sbcag.org)**

