

FAQs about Measure B

South Placer Traffic Relief



What is Measure B and why is it on the ballot?

Residents of Roseville, Rocklin, and Lincoln will have the opportunity to vote on Measure B in the November 2024 election. It's a 30-year half-cent sales tax that would provide a local transportation funding source to support \$1.58 billion in road and highway improvements to address congestion. This would create a local funding "match," which is required in order to access funding from the state and federal governments for transportation projects.

Placer County currently does not have a local funding match, but 26 other counties do. The South Placer region is one of the most populous regions in the state without a local transportation sales tax funding source.

More information is available concerning the \$1.58 billion in long-planned improvements as outlined on the Placer County Transportation Planning Agency (PCTPA) website at pctpa.net in the South Placer County District Transportation Expenditure Plan.

The state and federal governments used to pay for our transportation projects. Do they not pay anymore?

Decades ago, the state and federal governments used to fund about 90 percent of transportation projects. That's no longer the case. Now, local governments are required to provide a much larger local funding "match" in order to apply for competitive funding for transportation projects.

Currently, South Placer is ineligible to receive its share of certain transportation funding, which is then distributed elsewhere in the state. A transportation sales tax would allow the region more local control and access to funding for congestion improvements.

Why hasn't something been done about this issue sooner?

A similar measure was placed before all Placer County voters in 2016 and nearly 64 percent of voters supported it. That was slightly less than the nearly 67 percent (two-thirds) of votes needed for approval.

What projects would be funded?

The PCTPA's expenditure plan outlines major improvements including, but not limited to:

- Widening State Route 65 from three to five lanes in each direction between Stanford Ranch Road and Twelve Bridges Road
- Improving capacity and safety of the Interstate 80 and State Route 65 interchange
- Connecting Highways 65 and 99 by building a new thoroughfare called Placer Parkway
- Improving local roads and routes for bicycles, pedestrians, and transit

Who will contribute to funding the Measure B improvements?

South Placer is a retail and dining destination and everyone who uses our roads to shop or dine here, including visitors and businesses, will contribute.

Who has oversight of the funding for the measure?

- Because this is a dedicated local sales tax for transportation, money collected couldn't be taken by the State or redirected to other types of spending.
- An independent Citizens' Oversight Committee, comprised of residents, would help ensure local control and monitor the funding to ensure it's spent as intended.
- Fiscal safeguards would ensure funds are used efficiently and effectively.

New development is contributing to the congestion. How are developers paying their share?

Developer impact fees are charged for new residential, commercial, and industrial development and are generally set at the highest amount legally allowed by the State constitution.

Why does growth occur before transportation improvements are completed?

- This is not always the case. It's a delicate balance between funding availability and economic conditions that drive new businesses, construction, and residents.
- Many of the amenities, stores, and restaurants residents and visitors enjoy are a result of Roseville's residential and economic growth.
- Sometimes land parcels do not develop for 15, 20, or more years after they have been approved and anticipated by the City since the adoption of master plans by the City Council.
- Additionally, homebuilding in California is essential and mandated as the State faces a continuing lack of housing. State of California housing law defines how housing needs are determined. These laws direct a greater share of units to communities with the most jobs and opportunities. The State also specifies the number of housing units each community needs. There are aspects of growth that are beyond local control based, in part, on State and federal policy.

What is PCTPA?

The Placer County Transportation Planning Agency (PCTPA) is the designated Regional Transportation Planning Agency for Roseville and surrounding areas.

Its Board of Directors comprises one councilmember each from Roseville, Lincoln, Rocklin, Loomis, Auburn, and Colfax, two members of the Placer County Board of Supervisors, and one citizen representative appointed by the Placer County Board of Supervisors.

More information about PCTPA can be found at pctpa.net.

