

# SMART Board of Directors Meeting

Agenda Item 8: Draft Sales Tax Extension Full Text Measure



# Draft 2026 Full Text Measure

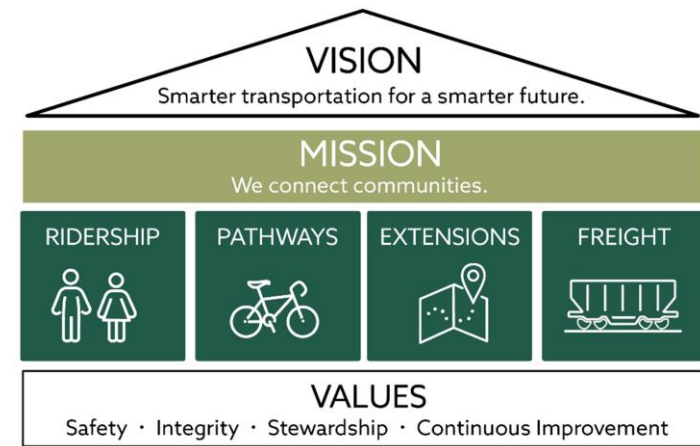
- Strategy
- Preamble
  - Discussion/Feedback
- Expenditure Plan
  - Discussion/Feedback
- Next Steps
- Timeline
- Questions





# Strategy

- **Align with SMART House**
  - Vision, Mission, Objectives, Values
- **Build upon Strategic Plan**
  - Service and capital priorities
- **Emphasize community needs/desires**
  - Safe, clean, and reliable rail and pathway system
- **Leverage local funding to secure grants for capital**
  - Continue doubling community's investment with outside grants to complete capital projects
- **Focus on core competencies**
  - Service delivery, state of good repair, customer service, and rail/pathway expansion/improvements
- **Provide transparency and accountability**
  - Board, COC, and independent audits
- **Ensure plan can be implemented with requested funding**
  - Wise use of funds / Careful not to over-commit



# Preamble

The preamble is the introductory section of a proposed tax measure outlining its purpose, scope, and potential impact

*Without raising taxes, the voters of Sonoma and Marin County are requested to approve and extend the retail transactions and use tax (Measure X) at the same rate of one-quarter of one cent (¼-cent) to:*

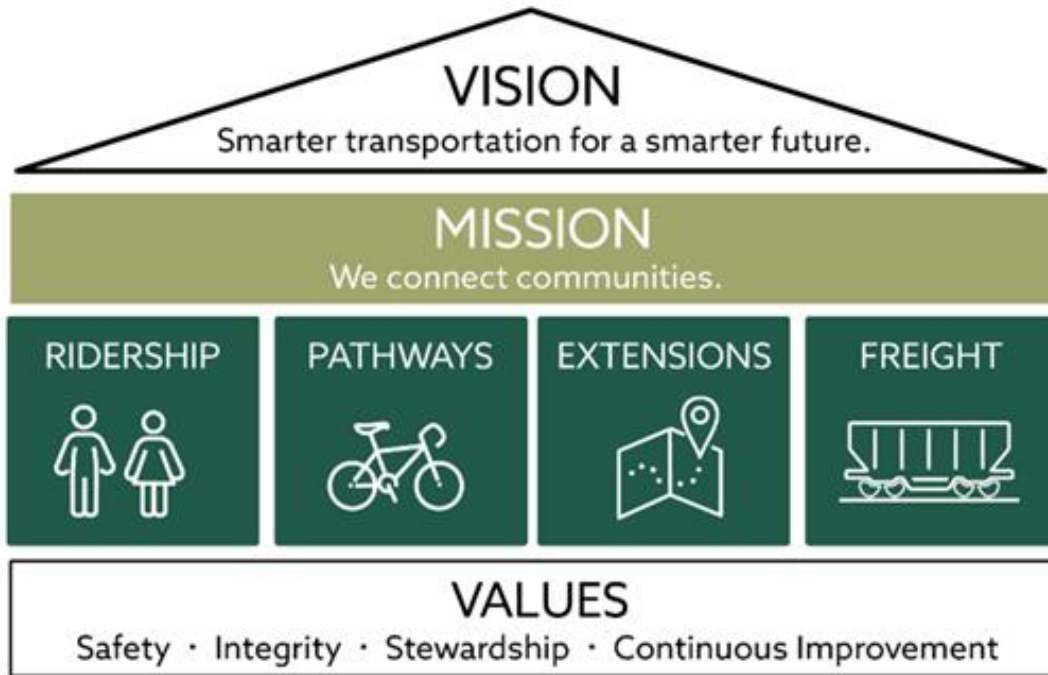
- **Continue providing safe, clean regional rail and pathway system**
  - Provide accessible, convenient, and affordable transportation for all including seniors, students, essential workers, and low-income households.
- **Leverage local funding to secure grants**
  - Utilize sales tax funding as local match to secure state and federal grants to continue matching the community's investment dollar for dollar.
- **Complete planned rail and pathway expansion**
  - Continue extending rail and pathway system while working toward project development of East/West rail alignment.

# Preamble

- **Continue to build upon record ridership and pathway use**
  - Continue serving millions of rail and pathway trips annually
- **Protect the community's historic rail infrastructure investment for future generations**
  - Prevent dissolution of the district and ceasing of operations in 2029.
- **Relieve traffic congestion and reduce greenhouse gas emissions**
  - Provide an alternative to sitting in traffic while effectively decreasing vehicle miles traveled and transportation emissions
- **Maintain SMART system and embrace technology and safety innovation**
  - Continue to maintain and modernize infrastructure to ensure the system remains safe and serviceable and meets the needs of the community.
- **Provide accountability**
  - Protect the public's investments through SMART Board of Directors, Citizen's Oversight Committee and independent audits

# Preamble Discussion / Feedback

# Expenditure Plan



## RIDERSHIP

INCREASE RIDERSHIP TO 5,000+ RIDERS PER DAY



## EXTENSIONS

COMPLETE SYSTEM EXTENSIONS TO CLOVERDALE AND PURSUE PROJECT DEVELOPMENT OF EAST/WEST ALIGNMENT



## PATHWAYS

DESIGN AND CONSTRUCT PLANNED PATHWAY, MAINTAIN EXISTING PATHWAY, AND ENHANCE USER EXPERIENCE



## FREIGHT

ENSURE LONG-TERM SUSTAINABILITY OF FREIGHT OPERATIONS

The proceeds of this measure would be utilized to continue improving service and growing ridership, completing the passenger rail and bicycle/pedestrian pathway system, and accommodating freight movement on SMART's mainline while preserving and developing the current East/West Freight alignment for future passenger rail service.

# Expenditure Plan

**Ridership:** In order to achieve the 5-year goal of increasing ridership to 5,000 riders per day, the revenues generated from this measure will fund the following:

- Safe, clean, reliable and accessible passenger rail service that meets the needs of the community
- Affordable and user-friendly fare program
- Improved first/last mile transit connections
- Improved auto and bike parking options
- Service levels adjusted to meet demand (frequency, span of service, etc.)
- An enriched customer experience
- Enhanced marketing, outreach and communications
- System maintained in a state of good repair
- Fleet expansion and replacement needed to expand service
- Climate-friendly practices within SMART's standard operating procedures, including acquiring low and zero-emission fleet technology
- System resilience by planning for sea level rise and weather events
- Workforce development.





# Expenditure Plan

**Pathways:** To meet SMART's goal of designing and constructing planned pathways, maintaining existing pathways, and enhancing the user experience, the revenues generated from this measure will support funding the following:

- Construction of gap closure segments of the SMART Pathway/Great Redwood Trail
- Construction of pathway with rail extensions
- Adequate wayfinding on the Pathway
- Improved pathway website with enhanced information
- A safe and user-friendly pathway
- Maintaining existing pathway in a state of good repair
- Developing plan for future pathway segments/enhancements.



# Expenditure Plan

**Extensions:** To meet SMART's goal of completing the passenger rail and pathway system from Larkspur to Cloverdale, the revenues generated from this measure will support funding the following:

- Completion of funded passenger rail and pathways extensions
- Pursuit of grant funding for the construction of unfunded rail and pathway segments
- Continued development of east/west passenger rail project
- Increased rail car fleet, yard and facilities as needed to support service



# Expenditure Plan

**Freight:** To ensure that SMART's mainline accommodates the movement of freight, as required in SMART's authorizing legislation, while working toward corridor preservation and project development of East/West rail alignment for future passenger rail service, the revenues generated from this measure will fund the strategies below.

- Ensuring that new extensions of the rail system accommodate freight movement
- Preserving East/West Corridor for future passenger rail service
- Continuing project development for future passenger rail service on East/West rail alignment



# Expenditure Plan Discussion / Feedback



# Next Steps

- **Update preamble and expenditure plan based on Board/Community feedback**
- **Continue making progress!**
  - Growing ridership, and completing rail/pathway system
  - Continue striving to meet community's transportation needs
- **Acknowledge fiscal realities**
  - SMART sales tax expires in March 2029
  - SMART requires funding to continue service beyond March 2029
  - There are no state or federal resources to fill the funding gap
- **Educate community**
  - Benefits of the SMART rail and pathway system (users and non-users)
    - Provides safe, clean, reliable, and affordable alternative to sitting in traffic
    - Reduces vehicle miles travelled and greenhouse gas emissions
  - No Increases in taxes – This is only an extension
  - Protects community's historic rail investment for future generations
  - Local measure, with local control, and 100% return to source
- **Don't under-estimate opposition**
- **Determine timing June vs. November 2026**
- **Conduct another survey a few months prior to placing measure on ballot**

# Timeline

At least 88 days prior to election, Board passes resolution containing the following information:

- Calls for an election to put a measure on the ballot
- Requests Sonoma/Marin County Supervisors to consolidate the election with other elections held on the same date
- Requests Sonoma/Marin County Supervisors permit the Elections Department to provide election services (SMART will pay for cost incurred)
- Provides text of measure question to appear on the ballot (75-word limit)

<b>Election</b>	<b>Deadline</b>	<b>Goal</b>
<b>June 2026</b>	<b>March 5, 2026</b>	<b>January 2026</b>
<b>November 2026</b>	<b>August 7, 2026</b>	<b>June 2026</b>

# Questions



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