# *RIVERSIDE COUNTY TRANSPORTATION COMMISSION*

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| **DATE:** | June 10, 2026 |
| **TO:** | Riverside County Transportation Commission |
| **FROM:** | Projects and Funding Strategies Ad Hoc Committee<br>David Knudsen, Deputy Executive Director |
| **THROUGH:** | Aaron Hake, Executive Director |
| **SUBJECT:** | Measure A renewal Ordinance, Expenditure Plan and related documents |

***PROJECTS AND FUNDING STRATEGIES AD HOC COMMITTEE AND STAFF RECOMMENDATION:***

This item is for the Commission to:

1) Adopt Ordinance No. 26-001 and corresponding Expenditure Plan for the renewal of the 2009 Measure A transactions and use tax (sales tax) at the current rate of one-half percent (1/2%; one-half cent) to continue funding transportation improvements;
2) Adopt Resolution No. 26-011 placing the Ordinance and Expenditure Plan for the 2009 Measure A renewal of the existing transportation sales tax measure, without raising the existing sales tax rate, on the November 2026 General Election ballot;
3) Adopt Ordinance No. 26-002 adopting technical provisions for the continued collection and administration of the current transactions and use tax (sales tax) at the rate of one-half percent (1/2%; one-half cent) by the California Department of Tax and Fee Administration to fund transportation improvements, programs, and services;
4) Authorize staff to develop and file a notice of exemption under the California Environmental Quality Act (CEQA) for the Sales Tax Ordinance;
5) Receive and file Economic and Fiscal Impact Report and Sales Tax Forecast Report for a renewed measure;
6) Approve Agreement No. 25-11-110-02, Amendment No. 2 to Agreement No. 25-11-110 with Bodewell Group LLC for Public Information and Awareness Services to extend the term to November 30, 2026, and for an additional amount of $500,000, and a total amount not to exceed $1,250,000; and
7) Authorize the Chair or Executive Director, pursuant to legal counsel review, to finalize and execute the Amendment No. 2 to Agreement No. 25-11-110 with Bodewell Group LLC, on behalf of the Commission.

***BACKGROUND:***

Measure A was first approved by Riverside County voters in 1988 as a 20-year, half-cent sales tax dedicated to transportation improvements in Riverside County. On November 5, 2002, voters approved a renewal of Measure A (2009 Measure A), which took effect in July 2009 and is scheduled to sunset on June 30, 2039.

With approximately one-third of the 2009 Measure A term remaining, the Commission has recently reviewed the status of project delivery and available funding. In November 2025, staff provided an update on implementation of the 2019–2029 Western Riverside County Highway Delivery Plan. At the Commission's January 2026 Workshop, staff further reviewed Measure A projects and revenue projections through the 2039 sunset date, with a focus on the Measure's remaining funding capacity.

The assessment demonstrated the total cost to complete Western County highway projects for example, is estimated to be approximately $4 billion to $5 billion, while projected revenues through 2039 fall short by an estimated $2 billion to $3 billion. Other funding sources, including state and federal programs, will not be sufficient to close this gap by the Measure's sunset date.

At its April 8, 2026, Commission meeting, Commissioners received an update from the Coachella Valley Association of Governments (CVAG) regarding their analysis of funding for projects in the Coachella Valley. CVAG's staff highlighted that funding for critical projects is not available based on existing revenue and funding constraints.

In addition to revenue constraints, the Commission's ability to finance projects through bonding is limited. Measure A authorizes up to $975 million in bond financing, of which approximately $325 million currently remains available. These limits reduce the ability to advance large projects using bond proceeds and further constrain the 2009 Measure A's capacity to address the remaining project needs within the current term.

Taken together, the approaching 2039 sunset date, long timelines required to plan and construct major transportation projects, identified funding gaps, and existing bond limitations underscore the need to consider the future of the 2009 Measure A. In a January 2026 public opinion survey, residents expressed strong support, without raising the current tax rate, for maintaining local transportation funding through a countywide sales tax. Based on these factors, the Commission reached consensus at the workshop to direct staff to begin developing concepts for a potential Measure renewal, including consideration of changes to the Measure's term and bonding capacity, for future Commission consideration.

On March 23, 2026, the Projects and Funding Strategies Ad Hoc Committee (Committee) reviewed draft concepts for the renewed Measure's Ordinance and Expenditure Plan and provided input. The Committee directed staff to continue the development of a measure renewal.

On May 26, 2026, the Committee received an update from the recently completed April-May 2026 public opinion survey which was consistent with the January 2026 survey results showing residents support maintaining transportation funding without raising the 2009 Measure A sales tax rate while meeting RCTC's required two-thirds voter approval threshold. The Committee also received the final draft of the renewed Measure's Ordinance, Expenditure Plan and related documents. Following discussion, there was unanimous consensus by the Committee to approve the Ordinance, Expenditure Plan and related documents and recommending the Commission place the Measure renewal on the 2026 general election ballot.

**Economic Benefit and Revenue Projection**

Beacon Economics recently completed a study analyzing the economic benefits and revenue forecast related to a proposed renewal of a one-half percent sales tax measure and expenditure plan over a 30-year planning horizon. A renewed one-half percent measure is estimated to generate over $11.8 billion by 2057 as outlined in Attachment 6. This revenue would invest $10.2 billion on transportation-related design, engineering, construction, and capital investments throughout Riverside County. Table 1 summarizes the estimated economic impact resulting from renewing the 2009 Measure A.

***Table 1***

| ECONOMIC BENEFIT OVER 30-YEAR INVESTMENT LIFECYCLE | |
|---|---|
| **IMPACT CATEGORY** | **ECONOMIC IMPACT** |
| Economic Output | $14.9 billion in economic output |
| Jobs Supported | Support more than 73,000 jobs |
| Labor Income | $5.6 billion in additional labor income |

Beacon's independent study uses a representative sample of project investment applied throughout the county. The study concludes that renewal of 2009 Measure A would generate measurable economic and fiscal returns for Riverside County over a 30-year investment horizon. The Economic Benefit study is Attachment 7 to this staff report.

***DISCUSSION:***

**Ordinance and Expenditure Plan Requirements under RCTC's Statutes**

Pursuant to RCTC's authorizing statutes (PUC§§240300-240323), the proposed renewal Ordinance and Expenditure Plan are required to meet the following provisions:

- State the nature of the tax to be imposed, the tax rate or the maximum tax rate, the purposes for which the revenue derived from the tax will be used and shall set a term during which the tax will be imposed.
- Include an expenditure plan.
- Specify that not more than one percent of the annual net amount of revenues raised by the tax may be used to fund the administrative salaries and benefits of the staff of the Commission in administering the programs funded from that tax.
- The specific projects to be funded under the state highway and freeway portion.

## A Renewed Measure: Riverside County Transportation Improvement Plan

The proposed Ordinance and Expenditure Plan, called the Riverside County Transportation Improvement Plan (Plan or Expenditure Plan), was developed in compliance with RCTC's authorizing statutes and maintains the Commission's key principles established in the 2009 Measure A. The Plan continues delivery of remaining 2009 Measure A projects while providing a responsive framework to guide future transportation investments across Riverside County.

### Goals and Objectives of the Renewed Measure

The goals and objectives of the Expenditure Plan are to:

- Maintain reliable and locally controlled funding for transportation improvements across Riverside County;
- Complete remaining 2009 Measure A transportation infrastructure projects and commitments;
- Secure project financing and enhance Riverside County's ability to secure state and federal funding for transportation projects and services by offering local matching funds;
- Help improve traffic operations on highways and local streets and roads;
- Sustain multimodal transportation options, including public transportation; and
- Support economic vitality and regional economic opportunity through ongoing transportation investments.

## Outline of the Plan Ordinance and Expenditure Plan

**Investing in Transportation Infrastructure Across Riverside County:** The Plan organizes funding across three categories to support transportation infrastructure and services throughout Riverside County. The categories include:

- Highways and Regional Corridors
- Local Streets and Roads
- Public Transportation

➢ ***Highways and Regional Corridors –*** Funds are used to improve interstates, state routes, and regional corridors to enhance mobility and support the economy. Eligible projects may include, but are not limited to, grade separations where roads intersect rail lines; roadway operational improvements and modernization, including the use of new technology; interchange improvements; new regional roadway connections; interchange improvements; and associated environmental mitigation and property acquisition. Funding may also be used for constructing, reconstructing, widening, realigning, or improving regional arterial and expressway corridors that support travel across multiple jurisdictions, help relieve congestion on existing highways and local roads, and improve safety.

- ***Local Streets and Roads –*** Funds are provided to cities and the County for the maintenance and improvement of the local street and road system. These investments are intended to maintain roadway conditions, improve safety, and support the reliable movement of people and goods within local communities throughout Riverside County. Eligible uses may include, but are not limited to, pothole repair; pavement maintenance and rehabilitation; traffic signal and intersection improvements; safety enhancements; bridge and railroad crossing improvements; infrastructure improvements to address flooding and natural hazards; and improvements that enhance accessibility for individuals with disabilities. Local Streets and Roads funding may also support sidewalks, bicycle facilities, pedestrian safety improvements, traffic calming measures, and other related infrastructure that improves safety and access within the local transportation network. Funds provided under this category are intended to supplement, not replace, existing local transportation funding. Local agencies would retain control over project selection and delivery, consistent with the expenditure plan and applicable requirements.

- ***Public Transportation –*** Funds are used for transit services and facilities throughout Riverside County. Eligible uses include, but are not limited to, bus, passenger rail, and specialized transit operations and capital investments to maintain, rehabilitate, and modernize current and future public transportation systems. Eligible capital investments may include, but are not limited to, transit stations and facilities; passenger rail and bus corridors; passenger amenities; parking and access improvements; signals and supporting infrastructure; fleet acquisition and replacement; and associated equipment and facilities, including technologies. Public Transportation funding may also support a range of service strategies, including fixed-route, express transit service, on-demand transit services, and carpool and vanpool programs, including employer-based commuter programs. Public Transportation funds would continue to provide transit services and keep bus fares low for seniors, veterans, students, and individuals living with disabilities.

**Sales Tax Rate:** The renewed measure maintains the existing half-cent sales tax rate dedicated for transportation improvements across Riverside County. The measure does not increase the current sales tax rate previously approved by Riverside County residents.

**Term of Ordinance and Expenditure Plan:** The renewed measure will remain in place until it is repealed by voters. While RCTC uses a 30-year planning horizon to forecast revenue and project delivery timelines, the renewed measure term could be shorter than 30 years should residents decide to end it or could span more than 30 years. If approved by Riverside County voters, in November 2026, the Expenditure Plan would take effect following the election pursuant to the Ordinance. Starting in 2037, and at least every 10 years thereafter, the Commission will review and where necessary, propose revisions to the Plan in a process consistent with RCTC's authorizing statutes.

**Recognizing Geographical Regions and Return to Source Allocation:** Identical to Measure A, the Plan recognizes and maintains the three geographic subregions of Riverside County: Palo Verde

Valley (Blythe), Coachella Valley, and Western Riverside County. Measure revenues shall be returned to the Western Riverside County, Coachella Valley, and Palo Verde Valley geographic subregions proportionate to the funds generated in those areas. Table 2 outlines the approximate estimated proportional share of revenue for each of the three geographic subregions.

***Table 2***

| ESTIMATED MEASURE REVENUE GENERATION* | |
|---|---|
| Western Riverside County* | $9,460,000,000 |
| Coachella Valley* | $2,300,000,000 |
| Palo Verde Valley* | $60,000,000 |
| TOTAL | $11,820,000,000 |
| *Economic Forecast estimates approximately $11.8 billion for a 30-year planning horizon. Note each geographic subregion's estimated amounts are rounded for presentation purposes. | |

**Staff Salary and Benefits:** Consistent with RCTC's statutory requirements, the Plan limits use of measure funds to one percent of the annual net amount of revenues raised by the tax may be used to fund the administrative salaries and benefits of the staff of the Commission in administering the programs funded from that tax. Commission policy allows up to four percent of the annual net amount of revenues raised through the measure to be used for administration of the expenditure plan which includes the one percent limitation for administrative salary and benefits.

**Maintenance of Effort:** Consistent with RCTC's statutory requirements, measure funds received by cities and the County must supplement, not replace, existing local transportation funding and required developer contributions used for transportation purposes. As a condition of receiving Measure funds, cities and the County shall maintain their existing commitment of local funds for transportation purposes. Measure funds will not be awarded to local jurisdictions unless the local jurisdiction has met its annual maintenance of effort requirement at the time of award.

**Capital Improvement Plan:** For the distribution and use of Local Streets and Roads funds, a Five-year Capital Improvement Program (CIP) for the use of these funds will be prepared annually by each city and the County and submitted to RCTC.

**Required MSHCP and TUMF Participation:** To receive Measure Local Streets and Roads funds, local jurisdictions must be certified as compliant with the applicable Transportation Uniform Mitigation Fee ("TUMF") program and related impact fee requirements by the Coachella Valley Association of Governments ("CVAG") in the Coachella Valley or the Western Riverside Council of Governments ("WRCOG") in Western Riverside County. In addition, local jurisdictions must be certified as compliant with the applicable Multiple Species Habitat Conservation Plan ("MSHCP") and related impact fee programs by the Coachella Valley Conservation Commission ("CVCC") in the Coachella Valley or the Western Riverside County Regional Conservation Authority ("RCA") in Western Riverside County.

**Independent Audits and Reviews:** An annual independent audit will be conducted to ensure that funds have been expended pursuant to the Plan and performed in accordance with generally accepted auditing standards and Government Auditing Standards. In addition, an annual, independent financial audit of the proceeds from the Measure during its lifetime will be conducted. Audit reports will be made publicly available through the Commission's website or other publicly accessible means as required by law.

**Taxpayer Oversight Committee:** A Taxpayer Oversight Committee made up of residents from Riverside County is included in the Ordinance. The purpose of the Committee is to review the annual financial audit of the Commission. The Committee will comprise up to seven members appointed by the Commission, all of whom shall be residents of Riverside County. The Committee will meet once per year according to the terms outlined in the Ordinance, and the Committee will be chaired by the Commission Chair as a non-voting member. The current Measure A does not include a taxpayer oversight committee; however, these committees are typical of current local revenue measures. Staff recommends including such a committee in the renewed Measure A.

**Bonding Authority:** The Commission will have the power to sell or issue bonds to accelerate project delivery and to secure such indebtedness solely by way of future collection of revenues generated by the measure. Proceeds from bonds or other financing instruments may be used for capital expenditures and other transportation purposes authorized by the Ordinance and Expenditure Plan.

The proposed Ordinance and Expenditure Plan are included as Attachments 1 and 2 to this staff report

**<u>Structural Changes to 2009 Measure A</u>**

The proposed Plan investment framework consolidates several existing 2009 Measure A funding categories to simplify and modernize the program structure for greater Commission responsiveness to fund transportation improvements. In the Western Riverside County portion of the plan, funding previously distributed among Highways, New Corridors, Regional Arterials, Bond Financing, and Economic Development categories are combined into a single category titled Highways and Regional Corridors, representing 59 percent of Western Riverside County funding.

The remaining categories for the Western Riverside County region reflect the 2009 Measure A framework. Local Streets and Roads remains at 29 percent of funding and will continue to be directly distributed to cities and the County for transportation improvements. Public Transportation remains at 12 percent to support bus and passenger rail services. This updated program funding distribution structure is shown in Table 3.

*Table 3*

| WESTERN COUNTY MEASURE ALLOCATION ADJUSTMENT | | | |
|---|---|---|---|
| **2009 MEASURE A INVESTMENT CATEGORY** | **PERCENT** | **2027 MEASURE RENEWAL INVESTMENT CATEGORY** | **PERCENT** |
| Highways | 30% | Highways & Regional Corridors | 59% |
| Regional Arterials | 9% | Local Streets & Roads | 29% |
| New Corridors | 11% | Public Transportation | 12% |
| Bond Financing | 8% | | |
| Economic Development | 1% | | |
| Local Streets & Roads | 29% | | |
| Public Transportation | 12% | | |

In the Coachella Valley portion of the plan, the existing Highways and Regional Arterials category is renamed Highways and Regional Corridors. There are no changes to the funding distribution from the 2009 Measure A categories.

In the Palo Verde Valley portion of the expenditure plan, there are no changes to the distribution of renewed Measure funds.

## Transportation Investments by Region

Consistent with the existing distribution for 2009 Measure A, funds from the renewed measure would be distributed to each of three geographic subregions in proportion to the funds generated in those areas. Within each region, the funds are allocated by investment category.

Western Riverside County

The distribution of Measure funds for the purpose of implementing the Expenditure Plan in Western Riverside County, will be administered according to Table 4 and the following summary:

*Table 4*

| WESTERN RIVERSIDE COUNTY ALLOCATION OF FUNDS | |
|---|---|
| **INVESTMENT CATEGORY** | **PERCENT** |
| Highways and Regional Corridors | 59% |
| Local Streets and Roads | 29% |
| Public Transportation | 12% |

***Highways and Regional Corridors:*** By law, the expenditure plan is required to outline projects that may be funded through the “highway and freeway” portion of the Expenditure Plan. The projects in the Plan list in Table 4 include existing, but unfinished 2009 Measure A highway projects. The specific projects to be funded in the Highways section shall also include installation, integration, and operation of freeway active traffic management technology; emerging technology and other innovative mobility improvement programs or projects; coordinated adaptive ramp metering; and new auxiliary lanes on SR-91, SR-60, I-10, I-15, and I-215; and utilizing Freeway Service Patrol in the Western Riverside County portion of the Plan.

Table 5 outlines the highway projects identified in the Western County portion of the Expenditure Plan.

***Table 5***

| ROUTE | LIMITS | PROJECT |
|---|---|---|
| SR-91 | Pierce Street to I-15 | Add 1 lane each direction |
| SR-71 | SR-91 to San Bernardino County line | Add 1 lane each direction |
| I-215 | SR-60 to San Bernardino County line | Add 1 lane each direction |
| I-215 | Eucalyptus Ave to Nuevo Road | Add 1 lane each direction |
| I-15 | El Cerrito Road to San Diego County line | Add 1 lane each direction |
| I-10 | San Bernardino County line to SR-60/I-10/SR-79 | Add 1 lane eastbound |
| I-10/SR-60 | SR-60 to I-10 | Interchange improvements, including at SR-79/I-10; corridor improvements |
| SR-91, SR-60, I-15, I-215 | Various | Add auxiliary lanes |
| SR-91 | SR-241 to SR-71 | Add 1 lane westbound and eastbound |

The Commission may add additional highway and regional corridor projects if Measure revenues exceed current projections, if additional state or federal matching funds or grants become available, due to unforeseen transportation needs or circumstances, or amended as outlined in State law.

In support of Regional Corridors, funding may be used to construct, reconstruct, widen, realign, maintain, operate or improve regional arterial and expressway corridors. Projects may include development of new regional roadway connections; modernization of existing arterials to increase capacity and safety; construction of grade separations where roads intersect rail lines; corridor improvements that enhance traffic flow and regional connectivity; interchange improvements; and implementation of bicycle, pedestrian, and public transportation features. Regional corridors projects eligible for funding include but are not limited to Mid County Parkway (Ramona Expressway) and the new County Expressway between Winchester and San Jacinto (commonly referred to as SR-79 Realignment).

*City/County-Sponsored Projects*

No more than once every 10 years, the Commission may allocate up to nine percent (9%) of the Highways and Regional Corridors category's revenues for eligible Highway and Regional Corridors projects led by one or more cities or the County. Such projects will be eligible to receive matching funds from the TUMF Regional Arterial administered by RCTC. This nine percent (9%) is equivalent to the 2009 Measure A Regional Arterials category (refer to Table 3).
Examples of Regional Corridors eligible for funding include but are not limited to:

- Alessandro Boulevard
- Arlington Avenue
- Beaumont Avenue
- Bundy Canyon Road
- Cabazon Connector
- Cajalco Road
- Cherry Valley Boulevard
- Clinton Keith Road
- Domenigoni Parkway
- Elsinore Ethanac Expressway
- Ethanac Road
- French Valley Parkway
- Highland Springs
- Keller Road
- Limonite Avenue
- Magnolia Avenue
- Murrieta Hot Springs Road
- Perris Boulevard
- Redlands Boulevard Widening
- Scott Road
- University Avenue (Riverside)
- Van Buren Boulevard
- Winchester Road

***Local Streets and Roads:*** Consistent with 2009 Measure A, funds will be returned to the cities and the County in Western Riverside County and shall be used to assist with the funding of local street and road improvements. These funds will supplement existing federal, state, and local funds. Local street improvements adjacent to new residential and business developments will continue to be paid for by developers.
The funds made available in the Western Riverside County subregion will be distributed to the cities and the County by a formula based 75 percent on proportionate population and 25 percent on revenues generated by Measure A. A Five-year CIP for the use of these funds will be prepared annually by each city and the County and submitted to RCTC.

Eligibility for these funds shall be conditioned upon participation in and compliance with TUMF and MSHCP programs.

***Public Transportation:*** Consistent with 2009 Measure A, Measure funds can be used to establish, maintain, and enhance current and future passenger rail and transit services, including frequency, reliability, and access to stations and transit corridors. Investments may support commuter rail service, express bus connections, and first- and last-mile improvements. This Plan also prioritizes keeping bus fares low for seniors, veterans, students, and individuals with disabilities. The measure also invests in specialized transportation providers and commuter assistance and rideshare programs. The Citizens and Specialized Transit Advisory Committee, with representatives from these populations, will continue to assist RCTC in administering the program.

**Coachella Valley**

The distribution of funds for the purpose of implementing the Plan in the Coachella Valley will be administered according to Table 6 and the following summary:

***Table 6***

| **COACHELLA VALLEY ALLOCATION OF FUNDS** | |
|---|---|
| **INVESTMENT CATEGORY** | **PERCENT** |
| Highways and Regional Corridors | 50% |
| Local Streets and Roads | 35% |
| Public Transportation | 15% |

***Highways and Regional Corridors:*** The Transportation Project Prioritization Study (TPPS), developed by Coachella Valley Association of Governments (CVAG), includes projects to improve connections to federal and state freeways and highways, grade separations, upgrades to existing interchanges, construct new interchanges, improve regional arterials and expand active transportation. Consistent with 2009 Measure A, this segment of the Plan will be implemented by CVAG.

***Local Streets and Roads:*** Measure revenues will be returned directly to the cities and the County in the Coachella Valley and shall be used to assist with the funding of local street and road improvements. These funds will supplement existing federal, state, and local funds. Local street improvements adjacent to new residential and business developments will continue to be paid for by developers.

Funds will be allocated based on a formula weighted 50 percent on proportionate dwelling units and 50 percent on revenues generated within each jurisdiction. A Five-year CIP for the use of these funds will be prepared annually by each city and the County and submitted to RCTC. The use and distribution of these funds are consistent with 2009 Measure A.

Eligibility for these funds shall be conditioned upon compliance with the TUMF and MSHCP programs.

***Public Transportation:*** The measure will provide funds to support SunLine Transit Agency, expanded public transit, and specialized transportation services. Consistent with 2009 Measure A, funding may be used for:

- Discount fares and expanded transportation services for seniors and people with disabilities
- Specialized transportation services

- Bus replacement
- Maintaining service and frequency

**<u>Palo Verde Valley (Blythe)</u>**

For the purpose of implementing the Expenditure Plan in Palo Verde Valley (Blythe), measure funds will be administered by the Blythe City Council and the County of Riverside Board of Supervisors for the unincorporated areas of the region. The distribution of funds for the purpose of implementing the Plan in the Palo Verde Valley (Blythe) will be administered according to Table 7.

***Table 7***

| PALO VERDE VALLEY ALLOCATION OF FUNDS | |
|---|---|
| **INVESTMENT CATEGORY** | **PERCENT** |
| Local Streets and Roads | 100% |

All of the funding generated by the measure and returned to the Palo Verde Valley is to be used for local streets and roads. Funds shall be distributed to the city of Blythe and the County of Riverside by formula. The formula distribution is based 75 percent on proportionate population and 25 percent on sales tax revenues generated in each area. A Five-year CIP for the use of these funds will be prepared annually and submitted to RCTC.

The percentage distribution and use of these funds are consistent with 2009 Measure A.

**Informing the Public of Local Funding Support:** All projects funded with $1 million or more of measure revenues shall be signed to inform the public that measure revenues support the project.

**Provisions for Population and Taxable Sales Estimates:** Annual population estimates produced by the California Department of Finance are relied upon in determining the distribution formula funds for the Local Streets and Roads portion to cities and the County. Actual retail sales tax transactions provided by the California Department of Tax and Fee Administration will be used to determine taxable sales in each of the three specific geographic subregions. The Riverside County Planning Department shall estimate the share for each of the unincorporated areas for the three subregions, from the total retail sales transactions for the total unincorporated area.

**<u>Comparing 2009 Measure with the Expenditure Plan</u>**

Table 8 compares key provisions of the existing Measure A framework with the proposed renewed Measure.

*Table 8 on the next page*

*Table 8*

| 2009 Measure A | Measure Renewal | Change |
|---|---|---|
| Sunset date: 2039 | Sunset date: Until ended by voters | Removes fixed sunset date; residents make final determination |
| Bond limit: $975 million | Bond limit: Determined by Commission | Allows bonding capacity to align with project delivery needs |
| Not included | Independent Taxpayer Oversite Committee | Fosters transparency |
| Salaries and benefits cap: 1% | Salaries and benefits cap: 1% | No change |
| Audits: Mandatory Independent Audits and Reviews | Audits: Mandatory Independent Audits and Reviews | No change |
| Capital Improvement Program: Five year CIP for Local Streets and Roads Funds | Capital Improvement Program: Five-year CIP for Local Streets and Roads Funds | No change |
| MSHCP and TUMF: Required Participation for Local Streets and Roads Funds | MSHCP and TUMF: Required Compliance for Local Streets and Roads Funds | Consistency across Western Riverside County and Coachella Valley |
| Return to Source Regional Distribution | Return to Source Regional Distribution | No change |
| Funding categories:<br>Highways<br>Regional Arterials<br>New Corridors<br>Bond Financing<br>Economic Development | Funding category:<br>Highways & Regional Corridors | Streamlines categories to improve project delivery |
| Funding category: Local Streets & Roads | Funding category: Local Streets & Roads | No change |
| Funding category: Public Transportation | Funding category: Public Transportation | No change |

**<u>Placing a Measure on the Ballot</u>**

If the Commission were to place a measure in November 2026 ballot or any future countywide ballot, the Commission would need to adopt the Ordinance and Expenditure Plan and send the attached resolution to the Riverside County Board of Supervisors for the Board to call for an election to be consolidated with a General Election. The required Resolution is Attachment 4 to this staff report.

**Technical Provisions to Administer the Proposed Sales Tax**

Lastly, if a proposed Measure were to proceed, an additional technical ordinance would need to be adopted to specify technical provisions for the collection and administration of a transactions and use tax (sales tax) at the rate of one-half percent (1/2%) by the California Department of Tax and Fee Administration to fund transportation improvements, programs, and services. This action is required by law and will not impede on any of the local control, return to source, or transparency principles and provisions highlighted in the Ordinance and Expenditure Plan. The technical ordinance is Attachment 3 to this staff report.

**Public Education**

At the Commission's May 2026 Projects and Funding Ad Hoc Committee meeting, the Committee directed staff to (1) finalize a scope of work to inform Riverside County residents about the measure renewal; and (2) identify a budget not to exceed $500,000 to implement the informational program in the event the Commission places a measure renewal on the 2026 general election ballot. The program will provide factual, balanced, and accessible information regarding the renewed measure. This will include proposed transportation investments, estimated revenues, accountability provisions, and transportation impacts. All activities conducted under the agreement would be informational and educational in nature, would provide factual information regarding the proposed measure renewal, and would comply with all legal restrictions governing the use of public resources for these activities, including prohibitions on advocacy for or against a ballot measure.

The scope of work outlines an outreach plan that would begin in June 2026 and run through the end of November 2026.

***Goal-Oriented Approach***

Similar to the existing agreement with Bodewell Group regarding the Traffic Relief Plan, the proposed scope of work includes measurable public information and outreach objectives intended to support countywide access to factual information regarding the proposed measure renewal, including:

1. Deliver educational information to each least 50 percent of Riverside County residents through measurable engagement
2. Engage 10 percent of the County's population
3. Provide broad countywide distribution of educational information

Under the proposed amendment, Bodewell Group would continue to support Commission staff implementing the following activities:

1. In-person public and community outreach
2. Digital and social media platform engagement, awareness, and outreach
3. Media relations

4. Stakeholder engagement
5. Development of educational materials

***FISCAL IMPACT:***

Sufficient funding is available in both the FY 2025/26 Budget and FY 2026/27 Budget (upon adoption by the Commission).

<table>
<tr><th colspan="8">Financial Information</th></tr>
<tr><td>In Fiscal Year Budget:</td><td>N/A</td><td>Year:</td><td>FY 2025/26<br>FY 2026/27</td><td>Amount:</td><td colspan="3">FY 2025/26: $100,000<br>FY 2026/27: $400,000</td></tr>
<tr><td colspan="2">Source of Funds:</td><td colspan="2">Various</td><td colspan="2">Budget Adjustment:</td><td colspan="2">No</td></tr>
<tr><td colspan="2">GL/Project Accounting No.:</td><td colspan="6">112325 65520 00000 0001 /1010 11 65520</td></tr>
<tr><td colspan="2">Fiscal Procedures Approved:</td><td colspan="3"></td><td>Date:</td><td colspan="2">05/28/2026</td></tr>
</table>

Attachments:
1) Ordinance Adopting Substantive Transactions and Use Tax Measure
2) Measure Expenditure Plan - Riverside County Transportation Improvement Plan
3) Ordinance Adopting Technical Provisions of Transactions and Use Tax
4) Resolution Calling for Election
5) CEQA Notice of Exemption Submission of Sales Tax Measure
6) Sales Tax Scenario Forecast
7) Economic and Fiscal Impact Report
8) Draft Amendment No. 2 to Agreement No. 25-11-110-02 with Bodewell Group LLC