






## What is the 2020-2024 Strategic Plan?

Every five years, the San Mateo County Transportation Authority updates its Strategic Plan. The purpose of the 2020-2024 Strategic Plan document is to develop the policy framework and implementation plan for the new Measure W programs and for the continuation of the existing Measure A programs.

The Strategic Plan development process involves the following components:

-  **Extensive community engagement:** meeting regularly with a Stakeholder Advisory Group and a Technical Advisory Group and holding events during the late spring and summer of 2019 across the County to gather public feedback from community advocates, business leaders, local city and county staff, and people like you.
-  **Planning context:** includes an analysis of existing conditions and projected trends pertaining to transportation and land use, a peer review of other public transportation funding agencies, and a high level needs analysis for key program categories.
-  **Development of the policy framework** that includes, but is not limited to: project selection processes, eligible project sponsors, project evaluation criteria building on what exists for Measure A and incorporating criteria that support the Core Principles laid out in Measure W.

**Timeline:** Development and finalizing the 2020-2024 Strategic Plan by the end of 2019.

Follow us at [www.smcta.com/StrategicPlan](http://www.smcta.com/StrategicPlan)

## How can I participate?

The Strategic Plan will involve community events across the County, which we encourage you to attend.

## Upcoming Events

### Wednesday, June 12 @ 6 pm San Mateo Open House

San Mateo Public Library (Oak Room)  
55 W 3rd Ave, San Mateo

### Saturday, June 15 @ 9 am - 1 pm Half Moon Bay Coastside Farmers' Market

Shoreline Station, Half Moon Bay

### Sunday, June 16 @ 9 am - 1:30 pm Burlingame Farmers' Market

Downtown Burlingame  
(Park and Burlingame Ave), Burlingame

### Thursday, June 20 @ 6 pm Pacifica Open House

Pacifica Community Ctr. (Auditorium)  
540 Crespi Dr, Pacifica

### Tuesday, June 25 @ 6 pm Menlo Park Open House

Menlo Park Senior Center (Ballroom)  
110 Terminal Ave, Menlo Park

### Thursday, June 27 @ 6:30 pm South San Francisco Open House

Municipal Building (Council Chambers)  
33 Arroyo Dr, South San Francisco

Please take our online survey!

 [www.smcta.com/Survey](http://www.smcta.com/Survey)



Visit the Strategic Plan website  
*The website also contains the online survey*  
[www.smcta.com/StrategicPlan](http://www.smcta.com/StrategicPlan)



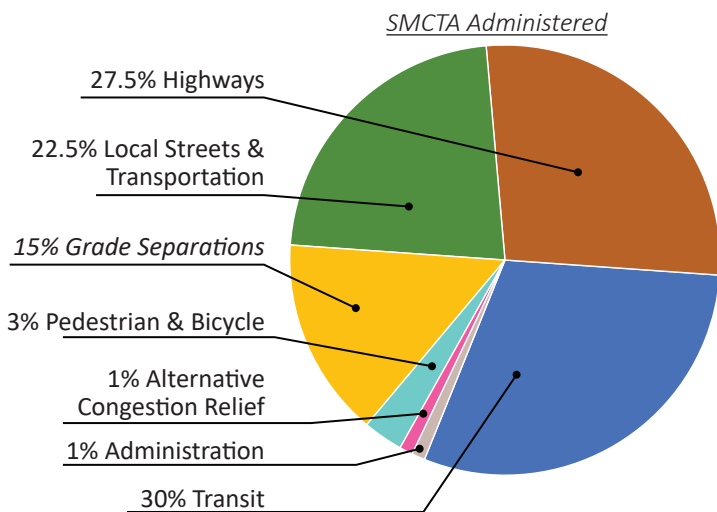
Contact us  
[smcta2024@gmail.com](mailto:smcta2024@gmail.com)

# **i** What are Measures A and W?

Measures A and W each establish a half-cent sales tax to fund transportation projects across the County

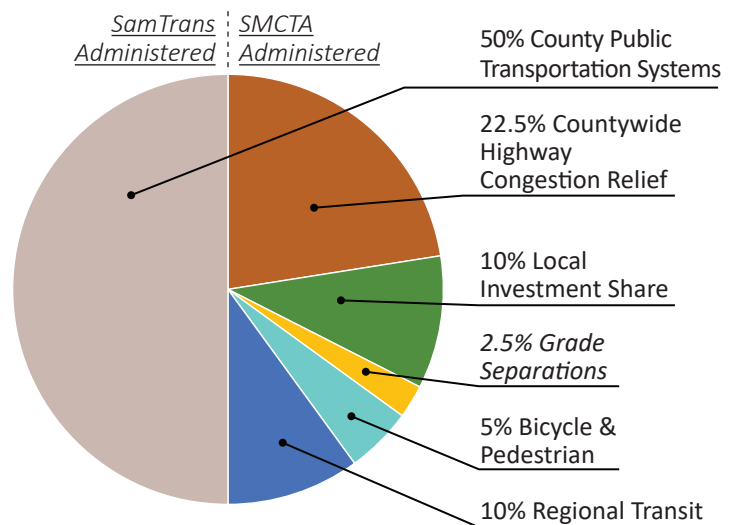
## Measure A

Measure A was originally approved by voters in 1988 and re-authorized in 2004 to generate funds from 2009 through 2033. Measure A is expected to produce approximately \$90 million annually administered by the San Mateo County Transportation Authority (in today's dollars) for projects in the six categories shown in the chart below. Examples of projects already funded by Measure A include Caltrain Electrification, San Mateo US 101 Express Lanes, and the 25th Avenue Grade Separation of Caltrain.



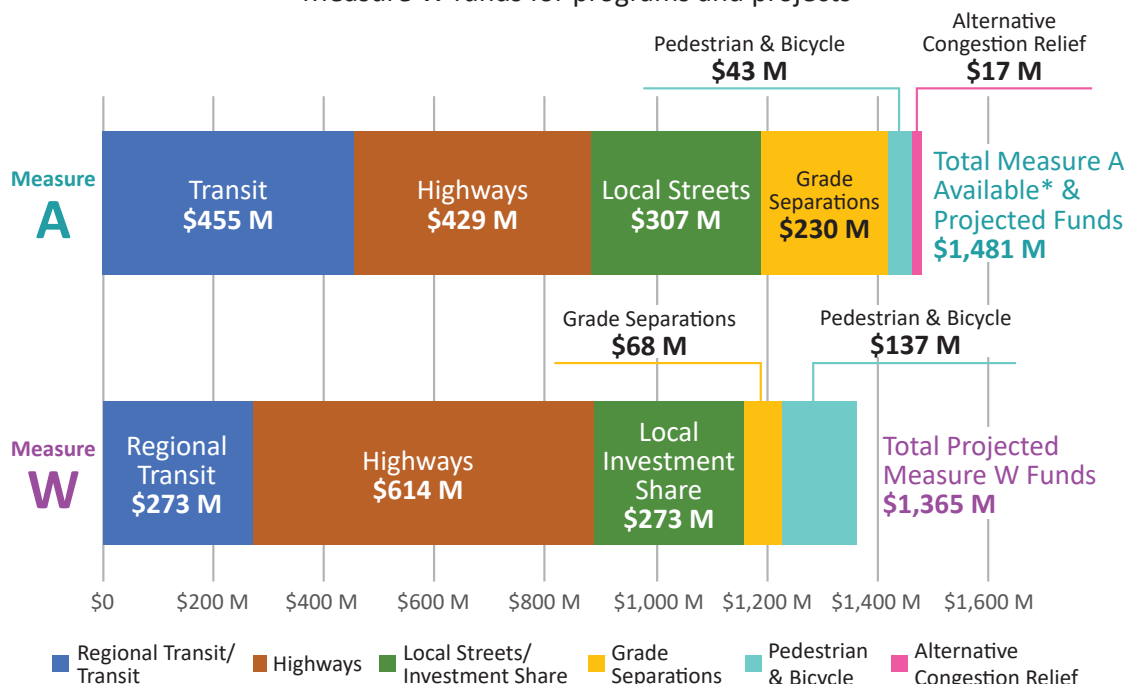
## Measure W

Measure W is an additional half-cent sales tax approved by voters in 2018 for a 30-year period. Measure W is expected to generate approximately \$45 million annually for the Transportation Authority to administer for transportation projects in the County. These funds are distributed across five categories shown in the chart below. (The other \$45 million will be administered by SamTrans.)



## Measures A and W Projected Funding Availability

Total available\* and projected Measure A funds and projected SMCTA-administered Measure W funds for programs and projects



\* "Total available" means collected Measure A revenue yet to be committed to projects as of the end of CY 2018.