



BETTER ROADS
— For All —
San Luis Obispo County

***Help the Effort for a
Better SLO County
by becoming a
“Self-Help” County***

Outreach Presentation

Background – “Self-Help” Counties & SLO County



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- “Self-Help Counties” (SHC’s) are counties that have passed a **locally controlled, transportation specific, sales tax measure**
- Self-Help Counties can access grants that other counties can’t. State and Federal grants are now very competitive/require strong local matching funds.
- SLO County Cities and the County decide their local priorities, their representatives form the SLOCOG Board which gathers funding requests from each and for regional priorities to create the Regional Transportation Improvement Plan which is **severely underfunded**
- In 2016 the SLOCOG Board and County BOS put a “Self-Help” County ordinance on the ballot, Measure J, which didn’t pass by ~450 votes (66.32% vs 66.67% required)



Atascadero, El Camino Real

Background – The Deficit and Deepening Hole



**State Transportation Improvement Program (STIP)
Funding is trending down year over year!**

Region	'18 STIP (1 Yr)	'22 STIP (1 Yr)	'26 STIP (1 Yr)	SHC \$'s (2024)
Santa Cruz	\$4M	\$2.3M	\$1.9M	\$24.4M
Monterey	\$7.1M	\$3.9M	\$3.4M	\$34.8M
Santa Barbara	\$8.4M	\$4.6M	\$4.1M	\$48.9M
SLO	\$7.5M	\$4.1M	\$3.6M	\$0

←
**10x
the
STIP!**

Background – The Deepening Hole



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Repair and maintenance efforts can't keep up, road conditions continue to degrade while repairs get more expensive ... a spiral we can't continue!



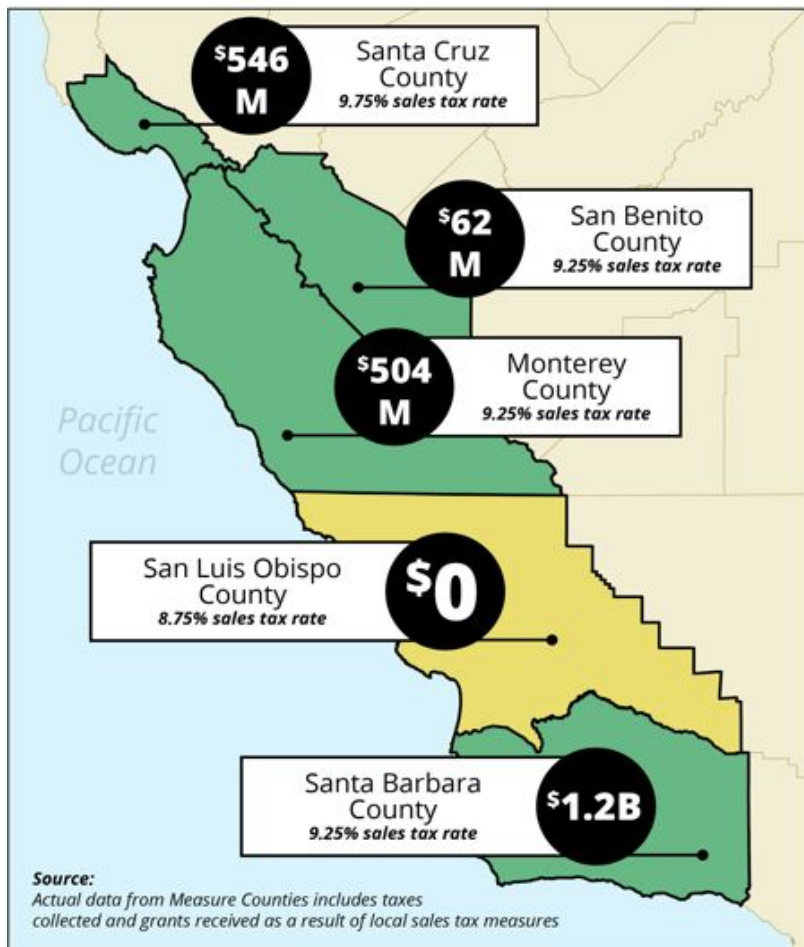
The Funding **Solution** for 4 of 5 Central Coast Counties



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Total Transportation Tax Funding Impacts by County (2016-2025)

Based on actual sales tax revenue and competitive grants won



Source: Actual data from Measure Counties includes taxes collected and grants received as a result of local sales tax measures

Version 12/2025

Region	Collected ('16-pres)	Grants Won
Santa Cruz	\$196M	\$350M
Monterey	\$277M	\$227M
Santa Barbara	\$458M	\$759M
SLO	\$0	\$0
Lost out on	\$270M	\$430M

Statewide **25 Counties (89% of Californians)** currently **HAVE** a Voter-approved **Self-Help measure... we don't.**

The Funding **Solution** – “Self-Help” SLO County



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- *Better Roads for All SLO County* is a local “Self-Help” solution to generate ~\$35 million* a year to fix our roads, bridges, transit/transportation system, and emergency access across all SLO County including all cities and unincorporated areas.
- **Every dollar raised stays in San Luis Obispo County** and is invested based on local priorities - not decisions made in Sacramento. Funds will be distributed proportionally and fairly so every community receives its fair share.
- **Annual 3rd party independent CPA audits and a Citizen’s Oversight Committee will make sure dollars go only to transportation improvements!**



Arroyo Grande, Grand Ave

Proposed SLO County Transportation Expenditure Plan



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1/2% Sales tax generates ~ \$35,000,000*

55% for Local		Road Repairs, Safety and Improvements	\$19,250,000
Arroyo Grande	\$	1,256,955	
Atascadero	\$	2,029,354	
Grover Beach	\$	865,712	
Morro Bay	\$	733,207	
Paso Robles	\$	2,146,387	
Pismo Beach	\$	550,195	
San Luis Obispo	\$	3,207,856	
Unincorporated	\$	8,460,335	
40% for Regional		Corridor Improvements	\$14,000,000
North County	\$	4,923,893	
South County	\$	4,001,218	
Central County	\$	3,085,830	
North Coast	\$	1,989,059	
4% for Senior/Disabled/Veterans		mobility improvements	\$1,400,000
1% Administration Costs (Maximum)			\$350,000

**not including grants*

The Funding **Solution** – “Self-Help” SLO County



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A **Citizen’s Initiative Committee** – Goal is to make sure voters get the chance to decide, currently gathering signatures to place a measure on the ballot

Once approved by voters this has strong accountability built in:

- Funds must be used only to increase transportation improvements,
- Citizens’ Oversight Committee with 3rd party independent CPA audits, and
- **Annual public reporting with agency funds held back if not used as required. Promises made, promises kept!**

What does a 1/2% sales tax increase look like?

\$0.005/\$1

\$100 -> 50 cents



~7.5 M visitors/yr will pay their fair share to support the infrastructure they too use!



BetterRoadsForSloCounty.org



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Contact Information

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