

REVISED



**Richland County
Transportation Ad Hoc Committee**

Joyce Dickerson Damon Jeter Val Hutchinson Kit Smith

July 20, 2010

**Richland County Administrator's Conference Room
4th floor, Richland County Administration Building
3:30 pm**

Agenda

Call To Order

Items for Information

1. Project Update

Items for Action

1. Intergovernmental Agreement with SCDOT
2. **Consultant and Educational Campaign Budget Amendment (Pages 2 – 3)**

Adjourn

Richland County Council Request of Action

Subject: Transportation Sales Tax: Consultant and Educational Campaign Budget Amendment

A. Purpose

Council is requested to approve a budget amendment in the amount of up to \$100,000 for the Transportation Sales Tax educational campaign, and continuation of consultant services.

B. Background / Discussion

Council approved third reading of the Transportation Sales Tax ordinance on June 15, 2010. Because of the actions taken by Richland County Council, voters will be able to vote for this item on the **November 2, 2010 ballot**.

Towards that end, Richland County has the responsibility to disseminate educational information to our citizens regarding the Transportation Sales Tax and potential projects. A portion of these funds would be dedicated to the educational campaign to include, but not be limited to, potential items such as: mailings, website development, ads (print and other visual media), etc. It is the County's goal to have an informed electorate with regards to the Transportation Sales Tax, and these funds for educational purposes will help to ensure that goal is met. The total amount for the educational campaign is up to \$25,000.

Consultant services are a continued need. The next phase of services (Task Order #4) to be completed builds upon the consultant's series of prior work efforts in anticipation of the potential passage of the referendum.

The consultant would review the projects list for consistency with existing / approved local area plans, including TIP and STIP. This is necessary to provide consistency in the planning process. The consultant would also work with County staff, CMCOG, SCDOT, and other stakeholders to understand and develop a methodology for the prioritization of the projects in the proposed Transportation Sales Tax projects list. This task will list the projects in the order of importance to be constructed over the 25-year period. The consultant would also work with the aforementioned stakeholders to develop a methodology to estimate project duration to be used for the programming of projects over the 25-year period. This task will identify project duration that will be used for cost allocation. Cost allocation methodology will be developed for Roadway and Other projects. The consultant will conduct a detailed analysis of cost allocation, keeping in mind the available resources, including cash-flow and available design and construction capability. This task will provide the County with a clear understanding of annual cost and work efforts estimated over the 25-year period. The consultant would also work with SCDOT to prepare a scope of work for one of the projects. The scoping process developed during this effort will be used for future development of projects associated with DOT's owned roadways. The total amount for these tasks is up to \$75,000.

C. Financial Impact

Council is requested to approve a budget amendment in the amount of up to \$100,000 for the Transportation Sales Tax educational campaign, and continuation of consultant services. Funds for this purpose exist in the Mass Transit account.

D. Alternatives

1. Approve the budget amendment in the amount of up to \$100,000 for the Transportation Sales Tax educational campaign, and continuation of consultant services.
2. Do not approve this request.

E. Recommendation

It is recommended that Council approve the budget amendment in the amount of up to \$100,000 for the Transportation Sales Tax educational campaign, and continuation of consultant services.

Recommended by: Roxanne M. Ancheta Department: Admin Date: July 14, 2010