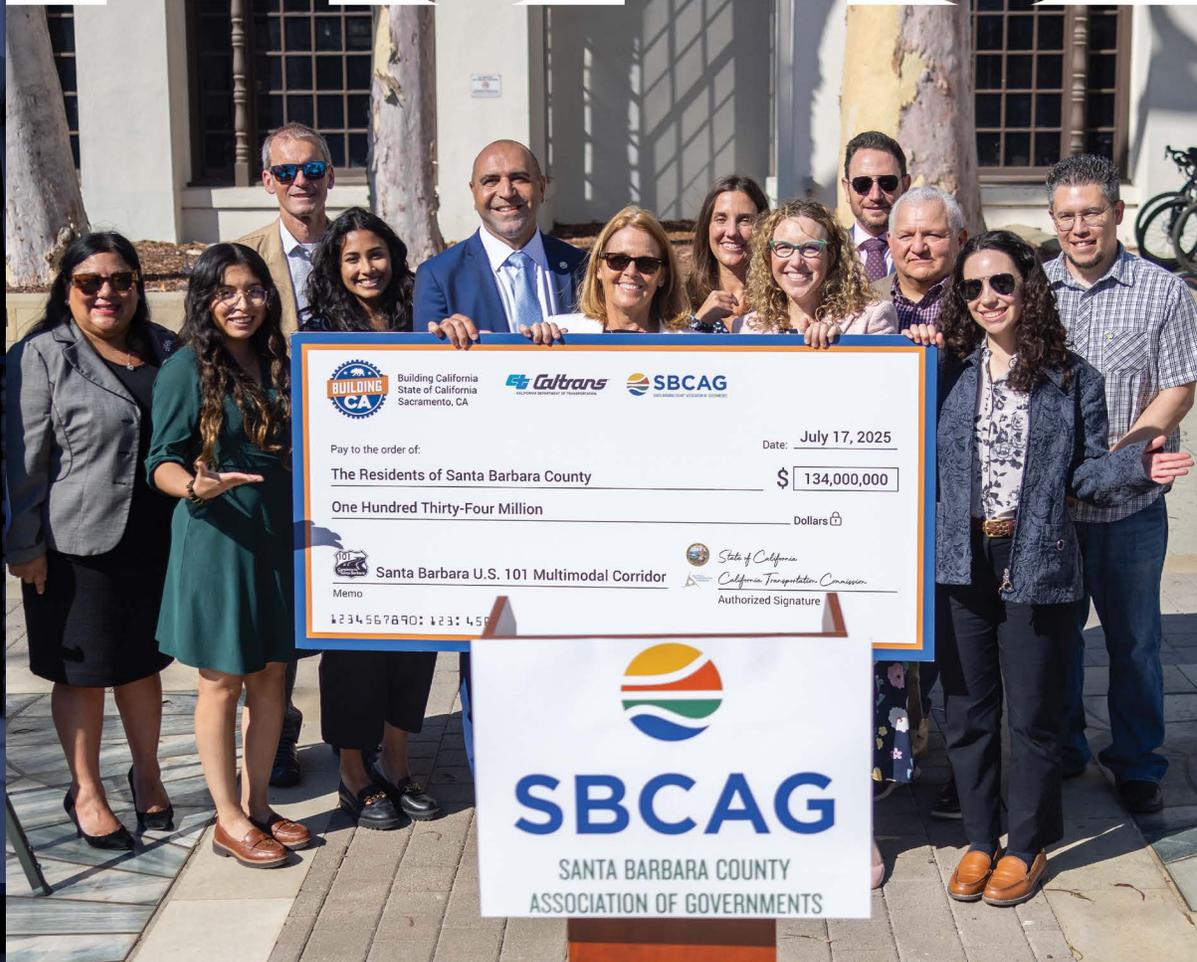




ANNUAL REPORT

2025



What's Inside

- Final Funding Secured to Complete the Santa Barbara U.S. 101 Multimodal Corridor
- Reliable Rides, Lasting Independence: Senior Dial-A-Ride Services
- From Bikes to Leadership at Santa Maria High School
- Library Employees Help Write a New Commute Story



FULLY FUNDED AND READY FOR THE FUTURE

Letter from Executive Director and Chairperson

We are proud to present the Measure A 2025 Annual Report, highlighting continued progress made possible by the countywide half-cent transportation sales tax approved by Santa Barbara County voters in 2008.

In Fiscal Year 2024–2025, Measure A generated its highest annual revenue to date, with \$56 million invested in projects and programs benefiting residents and visitors in every city and unincorporated area in the county. These funds continue to improve road safety, expand bicycle and pedestrian infrastructure, and support transit services including Clean Air Express, Coastal Express, Santa Barbara Metropolitan Transit District, and regional rail.

This year marked a major milestone as the Santa Barbara U.S. 101 Multimodal Corridor became fully funded, with the final \$134 million secured to complete one of the most significant transportation investments in county history. Every local dollar has helped attract another \$1.50 in outside funding—more than \$760 million leveraged to date.

Looking ahead, Measure A remains focused on advancing the final four major regional projects in North County, which are progressing through various stages of coordination and planning for future delivery.

We also completed the Highway 101: Padaro and Summerland segments, opening new carpool lanes, bridges, and the Santa Claus Lane Bikeway. Measure A further supported \$7 million in bicycle, pedestrian, and Safe Routes to School projects, alongside a successful CycleMAYnia Bike Month, and expanded transit service with the new Clean Air Express Midday Connector.

These achievements reflect Measure A’s continued impact in creating safer, more reliable transportation for all. Thank you for your continued partnership as we work together to build safer communities and a more connected future.



MARJIE KIRN
Executive Director, SBCAG



PAT SALEY
Chair, Measure A Citizens Oversight Committee

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Passed by 79% of voters in 2008.
Spending remains aligned with the voter-approved 2008 Investment Plan.



Santa Barbara County is **1 of 25 Counties in California** with a transportation sales tax.



Every \$1 has helped attract another \$1.50 in outside funding—**\$760+ million to date.**

Where Measure A Dollars Go

Serving Communities Countywide

Measure A funds projects in all parts of Santa Barbara County

Highway 101: Carpinteria to Santa Barbara

Number 1 Measure A Priority

North County Priorities

Lompoc, Buellton, Solvang,
Santa Maria, Guadalupe and
unincorporated communities

South Coast Priorities

Santa Barbara, Goleta,
Carpinteria and
unincorporated communities

How Measure A Funds Are Shared Across Projects



59%

**Local Streets
and Transportation
Improvements**



21%

Highways



16%

**Rail, Transit
and Mobility**



4%

**Regional Bicycle
Programs and
Safe Routes to Schools**

What Measure A Is Delivering



Most major regional projects are completed or underway, with **four remaining regional projects** in various stages of coordination and planning for future delivery.



124 bike, pedestrian, and Safe Routes to School projects have been funded to make streets and pathways safer for students, families and residents.



Transit investments totaling more than \$84 million have expanded affordable and reliable bus service for seniors and people with disabilities across the county.



Thousands of local employees have **saved more than \$13 million** in commuting costs by using SmartRide programs and incentives.



State and local elected officials, past and present SBCAG Directors, project partners, and community members gather to celebrate the final \$134 million state award fully funding the Santa Barbara U.S. 101 Multimodal Corridor project.



“Every \$1 in local Measure A funding has brought in \$1.50 more—leveraging over \$760 million to date.”

MARJIE KIRN,
SBCAG Executive Director

Final Funding Secured to Complete the Santa Barbara U.S. 101 Multimodal Corridor.

For decades, Highway 101 has been both a lifeline and a bottleneck for Santa Barbara County—moving people, goods and visitors through the heart of the region. In 2025, that long journey reached a milestone, years in the making: the final funding needed to complete the Santa Barbara U.S. 101 Multimodal Corridor project.

That turning point was made possible by local commitment. Every \$1 in local Measure A funding has brought in \$1.50 more—leveraging over \$760 million to date.

That investment strategy paid off in a big way when the region secured the final \$134 million needed from the State of California to fully fund the Santa Barbara U.S. 101 Multimodal Corridor project—the largest Senate Bill 1 award that year—clearing the way to complete the project and bring long-awaited relief to the county’s most critical transportation arteries.

For residents, this milestone means more than construction. It means safer roads, smoother commutes, and better choices for how people move.

The investment delivers carpool lanes, rebuilt interchanges, safer walking and biking routes, City of Santa Barbara neighborhood improvements on the Eastside, electric vehicle charging, and zero-emission Coastal Express buses serving commuters between Ventura and Santa Barbara counties.

Measure A didn’t just help build a highway project—it helped build a future.



Senate President pro Tempore Monique Limón cuts the ribbon with U.S. Congressman Salud Carbajal, joined by (L-R) Santa Barbara Mayor Randy Rowse, SBCAG Executive Director Marjie Kirn, Assemblymember Gregg Hart, and Caltrans District Director Scott Eades.

Highway 101: Padaro and Summerland Segments Completed

Backed by Measure A, two additional major Highway 101 segments, Padaro and Summerland, are now complete—bringing seven miles of new carpool lanes, six new bridges, 16 improved on- and off-ramps, and safer access for bikes and pedestrians into daily use. These improvements are already easing congestion and making everyday travel safer and more reliable, turning years of community input and construction into safer, smoother trips for commuters and families. It's local funding at work—visible, tangible, and improving daily travel in Santa Barbara County and beyond. Built to modern safety standards, these improvements are ready to serve the region's growing travel needs for years to come.



Visit www.sbroads.com or call (805) 845-5112

To learn more about the Highway 101 Carpinteria to Santa Barbara project and sign up for biweekly construction updates.

Did you know?

SBCAG offers personalized commuter support, including carpool matching, a start-up incentive for vanpools, and trial transit passes for all transit systems in the region.

For more information, go to www.sbcag.org

A Simpler Ride on the Coastal Express

For riders on the Coastal Express, getting from Santa Barbara to Ventura County is now simpler and more seamless than ever. With the launch of Tap2Ride, passengers can board using a simple tap of a bank card or smartphone—no cash, no passes, no extra steps required. For commuters, students, and visitors alike, it means faster boarding and fewer barriers to choosing transit. That everyday convenience is rooted in smart local investment. Measure A helped secure additional state support, including Senate Bill 1 dollars that made this technology possible on the Coastal Express. It's a small tap with a big impact—turning local transportation funding into a more connected, user-friendly regional transit system.



A rider uses the new Tap2Ride system on the Coastal Express, allowing passengers to board with a simple tap of a bank card or smartphone.



PROGRESS AS PROMISED

NORTH COUNTY PROJECTS

Measure A funding supports both local street repairs and larger regional improvements. Cities and the County receive direct funding each year for local priorities. In addition, voters approved a list of specific “named projects” designed to address major transportation needs across Santa Barbara County.

The dashboard below tracks progress on those “named” regional projects.

Icon Key

IN PROGRESS

COMPLETED

NOT STARTED




Buellton Circulation Improvements
Safer roads and smarter intersections aligned with the city's circulation plan.




Guadalupe Circulation Improvements
Safer streets, wider roads, and improved intersections.




Broadway Interchange
Enhance operations and safety at Highway 101/135 Broadway Interchange.




McCoy Interchange
New Highway 101 interchange at McCoy Lane for better access and reduced traffic in Santa Maria.




Santa Maria River Bridge
Expand Highway 101 Bridge to 6 lanes and add a bike path.




Union Valley Parkway Interchange
New interchange at Union Valley Parkway connects Orcutt to Highway 101, with landscaping and barrier walls.




Betteravia Road Interchange
Improve Highway 101/Betteravia Interchange operations with new northbound ramps, better freight mobility, and added sidewalks and bike lanes across the bridge.




Highway 166 Safety and Operational Improvements
Improve Highway 166 safety and traffic flow with improved intersections, turnouts, wider shoulders, new signals, and enforcement.




Highway 246 Passing Lanes
Improve Highway 246 safety with passing and turning lanes from Purisima to Domingos Roads.




Highway 246 Santa Ynez River Bridge
Enhance safety and access with a new Santa Ynez River bridge elevated above projected flood levels, with wider lanes, shoulders, and bike and pedestrian facilities.




Carpool & Vanpool Program
Improving traffic, air quality, and commutes through vanpools, transit, and employer partnerships for better mobility.




Interregional Transit Program
Expand interregional bus services, improve frequencies, and sustain operations after federal grants expire.




Safe Routes to School/ Bike Pedestrian Program
Safer streets and pathways for better biking, walking, and student safety near schools.




Specialized Transit for Elderly and Disabled
Affordable transit for seniors and disabled residents.




Solvang Circulation Improvements
Improve safety, traffic flow, and infrastructure on local streets and Highway 246.



SOUTH COAST PROJECTS



Carpinteria Circulation Improvements

Improve street safety, enhance traffic flow, and prioritize pedestrian access for better community transportation.



Commuter and Passenger Rail

Improve passenger rail service between Ventura and Goleta to reduce Highway 101 congestion and enhance commuting.



Project Connect

Enhance traffic, bicycle, and pedestrian safety in Old Town Goleta, improve access to the Santa Barbara Airport, and add regional capacity along Hollister Avenue in Goleta.



Bicycle and Pedestrian Program

Expand and improve regional bicycle and pedestrian facilities.



Safe Routes to School Program

Safer streets and pathways for better biking, walking, and student safety near schools.



Carpool and Vanpool Program

Improving traffic, air quality, and commutes through vanpools, transit, and employer partnerships for better mobility.



Interregional Transit Program

Expand interregional bus services, improve frequencies, and sustain operations after federal grants expire.

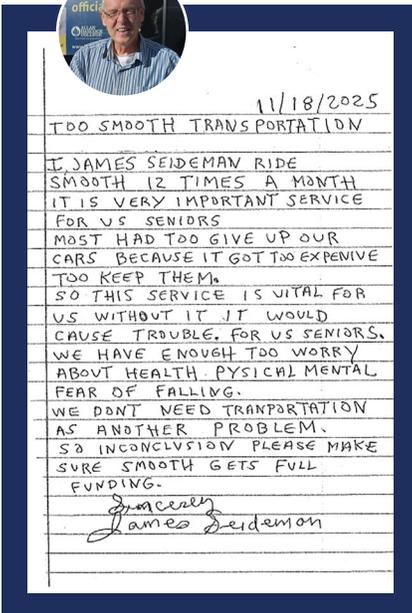


PARTNERING FOR SUCCESS: NORTH COUNTY



Reliable Rides, Lasting Independence

For 67-year-old James Seidman, Senior Dial-A-Ride isn't just transportation—it's peace of mind. Mr. Seidman uses SMOOTH Transportation about 12 times a month. Like many seniors, he can no longer afford to keep a personal vehicle. In a handwritten letter, he describes the service as "very important" and "vital" for seniors who have already given up their cars because it became too expensive to maintain them. Without the service, he explains, transportation would become yet another hardship for seniors already managing significant health, mental and physical challenges. "We have enough to worry about," he wrote. "We don't need transportation as another problem." Measure A helps support services like Senior Dial-A-Ride, ensuring older adults in our community can get to medical appointments, shopping and essential destinations safely and affordably. For Mr. Seidman and others like him, reliable transportation means maintaining independence, dignity and connection to the community. Sometimes the most powerful measure of success is simple: knowing a ride will be there when you need it.



From Bikes to Leadership at Santa Maria High

At Santa Maria High School, a few bicycles turned into something much bigger. When MOVE Santa Barbara County provided low-cost bikes, helmets and safety training through Measure A funding, local high school students didn't just gain a way to get around—they found motivation. The support helped launch the Saints Bicycle Club, giving



students the skills to ride safely, maintain their bikes and build confidence on the road. That early investment became the blueprint for growth. In 2025, inspired students secured nearly \$20,000 from the "Leadership Santa Maria Valley," a program of the Santa Maria Chamber of Commerce to install bike racks, a repair station and tire pumps on campus—along with 15 additional bicycles. Measure A laid the foundation that helped leverage this broader community support. Today, the club is more than riding to school. Students are stepping up as leaders, working to create a community that is more welcoming to biking and other transportation options. Sometimes, it starts with a bike. With Measure A, it grew into an opportunity.

Expanding Midday Travel Options



Measure A helped launch the Clean Air Express "Midday Connector" in 2025, expanding weekday bus service between North County and the South Coast during the middle of the day. The new demonstration service responds directly to rider requests for more flexible travel options beyond traditional peak commute hours. One rider with a disability shared that the midday schedule now allows them to travel

independently to Santa Barbara without having to wake up before dawn—a small shift that makes a meaningful difference. Measure A funding helped make the Midday Connector possible and leverage additional support from the State's Low Carbon Transit Operations Program—expanding service while maximizing outside investment in Santa Barbara County.



Library Employees Help Write a New Commute Story

Library staff in the City of Santa Barbara led the way in rethinking how they get to work. Through a new City commute-habit program supported by Measure A, employees were encouraged to carpool, bike, walk and use transit instead of driving alone. Santa Barbara Public Library staff logged the most SmartRide trips per capita, earning a celebratory pizza party and a 3D-printed pizza trophy. The pilot program delivered strong early results: more than 3% of the City’s workforce shifted to sustainable commute options, with 140 employees logging 8,300 trips and reducing 92,720 vehicle miles traveled. Measure A funding supports SmartRide provided by SBCAG’s commuter assistance and incentive program, helping reduce traffic, cut emissions and remove commute-related barriers that can affect employee retention. As Library Technician Justin Chou shared, the incentives helped spark change among his colleagues—a small but meaningful step toward making it easier for city employees to live and work in the community they serve.



Linden Avenue Improvements Advance from Planning to Construction

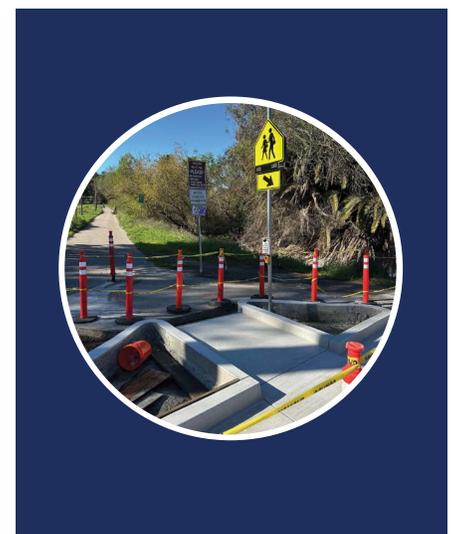


The Linden Avenue Improvements Project moved from planning into action, bringing long-anticipated upgrades one step closer for the Carpinteria community. Utility coordination, roadway investigations and final construction planning in 2025 laid the groundwork for long-anticipated upgrades along the corridor. Construction is now underway. Funded in part by Measure A, this local investment is transforming Linden Avenue between Carpinteria and Sawyer Avenues into a safer, more accessible street for everyone. The improvements include new sidewalks and curb ramps, a Class IV separated bikeway, pavement resurfacing, landscaping, and upgraded storm drainage. Measure A’s reliable local

funding source helps move projects from concept to construction—turning voter support into visible improvements that enhance safety, mobility, and the everyday travel through Carpinteria.

Flashing Beacons, Safer Crossings

Near Vieja Valley Elementary in unincorporated Santa Barbara County, students now have an added layer of protection when crossing Modoc Road at Encore Drive. In 2025, the County of Santa Barbara installed a Rectangular Rapid Flashing Beacon (RRFB) at the crosswalk—a high-visibility safety device that uses rapid flashing lights to alert drivers when pedestrians are present. Studies show that RRFBs significantly increase driver awareness and yielding behavior, helping reduce the risk of pedestrian crashes. Measure A funds the Safe Routes to School Program, which has delivered more than 100 safety improvements countywide around local schools. The installation at Vieja Valley Elementary continues that commitment—making daily trips to and from school safer for students and families. Local investment in safety infrastructure like RRFBs helps ensure that getting to school starts and ends with a safe crossing.





FISCAL YEAR 2024-2025 AT A GLANCE

Revenues



\$56 million
in Sales Tax



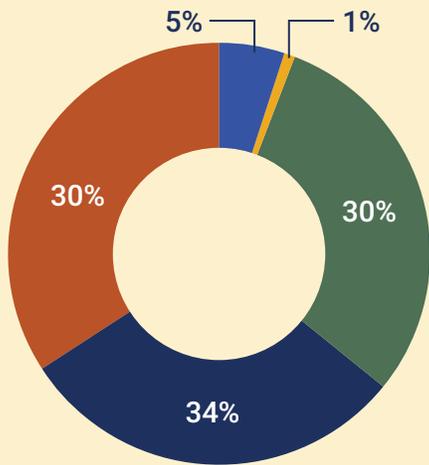
\$1 million
in Interest Earnings



Total Revenues:
\$96 million*

**Includes \$39 million in carryover revenue*

Expenditures



Total Expenditures: \$64 million
End Balance: \$32 million

- Highway 101 Widening**
\$19 million
- North County Priorities**
\$22 million
- South Coast Priorities**
\$19 million
- Operational Expenses***
\$3.5 million **Includes The Transportation Infrastructure Finance and Innovation Act (TIFIA) Loan Debt Service*
- SBCAG Administration**
\$544k

Measure A Citizens Oversight Committee

Since 2009, the Measure A Citizens Oversight Committee has helped safeguard transparency and accountability for Santa Barbara County's voter-approved Measure A transportation sales tax. Working alongside SBCAG, the all-volunteer committee reviews program updates and annual audits to confirm funds are spent as voters intended. Each year, the committee provides a formal letter to the SBCAG Board of Directors, serving as the Santa Barbara County Local Transportation Authority, affirming compliance with the Investment Plan.

The committee includes 11 appointed members—four from North County, four from the South Coast, and three at-large—who serve as independent reviewers and community ambassadors for Measure A.

2025 Measure A Citizens Oversight Committee Members

At Large:

Abraham Carmona,*
Christopher Lapp,** Carson Link,
Geoffrey Slaff

North County:

J. Lansing Duncan, Mark Funkhouser,
Tomas López, Eric D. Melsheimer

South Coast:

Mark Bradley, Lisa Osborn, Pat Saley,
Dennis Story

**Concluded service in October 2025 due to relocation.
**Appointed November 2025 to fill the At Large vacancy.*

FISCAL PROFILE REVENUES AND EXPENDITURES (AUDITED, INCLUDES CARRYOVER)



REVENUES	FY 2024-25	Cumulative as of FY 24-25	Investment Plan (2008 \$)**
Carryover Revenue	\$39,048,151	0	
Sales Tax	55,624,527	\$625,285,357	680,909,884
Interest Earnings	1,261,195	4,326,404	5,587,599
TIFIA Loan Proceeds	0	49,963,323	
Other Revenue Sources	0	4,587,569	
TOTAL REVENUES	\$95,933,873	\$684,162,653	
EXPENDITURES			
County Auditor & State Board of Equalization	\$361,010	\$5,851,140	
TIFIA Loan Debt Service	3,010,104	6,544,798	
SBCAG Administration 1%	544,102	6,238,630	
Project/Program Advocacy & Support	154,183	2,017,721	
Subtotal	\$4,069,399	\$20,652,289	
Highway 101 Widening Subprogram			
Highway 101: Carpinteria to Santa Barbara	\$18,016,652	\$120,232,870	
Highway 101: Parallel Projects	1,298,069	7,919,431	
Subtotal	\$19,314,721	\$128,152,301	\$140,000,000
North County Subprogram			
Local Street and Transportation Improvement	\$17,221,242	\$197,798,628	\$341,000,000
Hwy 101/Union Valley Parkway Interchange	0	5,256,245	10,000,000
Union Valley Parkway Phase III*	0	1,319,532	0
Hwy 101/Santa Maria River Bridge	0	7,836,397	10,000,000
Hwy 101/135 (Broadway) Interchange	6,381	79,528	10,000,000
Hwy 101/Betteravia Interchange	2,355	18,573	2,000,000
Hwy 101/McCoy Interchange	6,381	79,568	10,000,000
Hwy 246 Passing Lanes	13,655	21,036,516	20,000,000
Hwy 246 Santa Ynez River Bridge	5,819	65,289	8,000,000
Hwy 166 Safety Improvements	3,033,104	5,482,874	3,000,000
Solvang Circulation Improvements	0	600,000	3,000,000
Buellton Circulation Improvements	0	619,530	3,000,000
Buellton Sidewalk & Streetscape*	0	250,000	0
Solvang Alamo Pintado Creek Bike & Ped	0	0	0
Guadalupe Circulation Improvements	0	0	3,000,000
Specialized Transit, Seniors-Disabled	229,818	2,639,637	4,500,000
Safe Routes to School, Bicycle & Pedestrian Program	36,308	1,104,810	3,000,000
Carpool & Vanpool Program	31,176	976,015	2,000,000
Interregional Transit	1,136,454	14,577,429	22,500,000
Subtotal	\$21,722,693	\$259,740,573	\$455,000,000
South Coast Subprogram			
Local Street and Transportation Improvement	\$16,700,932	\$162,454,909	\$272,700,000
South Coast Local Transit Operations Program	184,496	29,552,075	58,000,000
Safe Routes to School Program	479,548	4,839,887	13,000,000
Bicycle & Pedestrian Program	1,775,570	5,772,935	13,000,000
South Coast Transit Capital Program***	0	10,271,131	27,000,000
Interregional Transit****	(2,959,132)	19,062,992	25,350,000
Specialized Transit, Seniors-Disabled	303,131	3,481,682	6,000,000
Carpool & Vanpool Program	229,901	2,336,159	7,000,000
Commuter/Passenger Rail	2,299,095	7,396,413	25,000,000
Carpinteria Circulation Improvements	0	130,482	1,000,000
Goleta Project Connect***	4,645	56,087	7,000,000
Subtotal	\$19,018,186	\$245,354,752	\$455,050,000
TOTAL EXPENDITURES	\$64,124,999	\$653,899,915	
FUND BALANCE, END OF PERIOD	\$31,808,874	\$30,262,739	

*Projects added per amendments to Investment Plan. **Funding amounts in 2008 dollars per the adopted Investment Plan; amounts increase over 30 years.

SBCAG approved an Ordinance Amendment to modify project/program. *Negative amount reflects receipt of a \$4,127,650 TIRCP reimbursement related to prior year expenditures for Clean Air Express Bus acquisitions.

2025



2025 SBCAG Board of Directors

RANDY ROWSE

Chair, City of Santa Barbara

BOB NELSON

Vice Chair, 4th District Supervisor

ROY LEE

1st District Supervisor

LAURA CAPPS

2nd District Supervisor

JOAN HARTMANN

3rd District Supervisor

STEVE LAVAGNINO

5th District Supervisor

DAVID SILVA

City of Buellton

AL CLARK

City of Carpinteria

PAULA PEROTTE

City of Goleta

ARISTON JULIAN

City of Guadalupe

JAMES MOSBY

City of Lompoc

ALICE PATINO

City of Santa Maria

DAVID BROWN

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Ex-Officio Member

SCOTT EADES

Director, Caltrans District 5

Executive Director

MARJIE KIRN

Agency Counsel/ County Counsel

SUSAN MCKENZIE



260 N. San Antonio Rd, Suite B

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For questions about this report, contact:

MARJIE KIRN,
Executive Director

by telephone at (805) 600-4497

or by email MKIRN@sbcag.org

*To learn more about
Measure A, visit*

www.sbcag.org

