

# Measure D

## Improving Transportation in Imperial County

JUNE, 2011

### A Self Help County through Measure D

Measure D, a one-half cent transportation sales tax that was approved by Imperial County voters in 1989, has generated more than \$140 million for county transportation improvement projects.

The approval of Measure D earned Imperial County the status of a Self Help County, one of nineteen counties out of a total of fifty-eight in California that have achieved this status. This is significant in that it was the voters within the community that realized the need for additional resources to ensure adequate transportation improvements, hence the name Self Help as the citizenry pays an additional tax in order to realize the funding. Even more important is that 81% of the voters approved a

continuance for an additional forty years.

In order to ensure transparency and responsible use of resources, Measure D requires a



**Measure D Funds in Use  
to Repair Road**

board authority to oversee the use of funds. This is the Imperial County Local Transportation Authority (LTA). The LTA is responsible for the disbursement of funds. The Imperial County

Transportation Commission (ICTC) provides the daily staff support to the ICLTA for administration of receipts and disbursements as allocated by the State Board of Equalization.

The Authority consists of the County of Imperial and the local member agencies of the incorporated cities of Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland. The membership of the Board of Authority consists of a council member for each city and two County Supervisors. They all serve staggered terms and the Chair and Vice Chair are elected each year in June. The following are some of the projects undertaken using Measure D resources, together with other local, state and federal funds.

#### SPECIAL POINTS OF INTEREST:

- A Self Help County
- Seven Cities plus the County of Imperial
- Over \$140,000,000 Allocated Locally from 1990 through 2010

### City of Brawley

Over \$18 million has been allocated to the City of Brawley as a result of Measure D. Additionally, Brawley took out a bond against its future Measure D allocations, increasing its revenues to over \$14 million. Some of these projects include:

- ◇ Maintain Streets and Repair Roads throughout Brawley
- ◇ Cattle Call Park Bicycle and Pedestrian Trail
- ◇ Asphalt Rehabilitation on

the following streets:

- ◇ Dogwood Road from Malan Street to Southern City Limits .
- ◇ East K Street from S. 9th Street to S. Eastern Avenue and surrounding areas
- ◇ North and South Cesar Chavez Avenue
- ◇ Malan Street from State Highway 86 to S. Eastern Avenue
- ◇ North and South Western

Avenue

- ◇ River Drive from N. Cesar Chavez Ave. to N. Eastern Ave. and surrounding areas
- ◇ North El Cerrito Drive and surrounding areas
- ◇ West B between Western and Rio Vista
- ◇ West D Street
- ◇ East J Street
- ◇ West K Street

## City of Calexico

The City of Calexico was the recipient of over \$24 million in Measure D funds from 1990 through 2010. It utilized its allocations to provide comprehensive improvements to its streets. Some of its projects include:

- ◇ Maintained Streets and Repaired Roads throughout Calexico
- ◇ Repaired and Improved Andrade, Holdridge, Heber, Robinson and
- ◇ Pierce Avenues, Fiesta and Portico Boulevards, and Kloke, Cole, and Weakley Roads
- ◇ Conducted Street Resurfacing Project throughout the City
- ◇ Improved Sidewalks, Curbs, and Gutters, and Added Necessary Traffic Signals
- ◇ Extended Estrada Boulevard and Widened Cole and Scaroni Roads

- ◇ Improved Portion of SR-98
- ◇ Added Traffic Signals and Railroad Crossing Safety Equipment at Intersections



*Many of these projects would not have been possible were it not for the commitment of Imperial County residents who chose to participate as a Self Help County.*



## City of Calipatria

As a result of its Measure D allocation, Calipatria received \$4 million through 2010. Some of its projects include:

- ◇ Repairs to International Street
- ◇ Repairs to North park Avenue
- ◇ City-wide Alley Improvement Project
- ◇ Implementation of an Americans with Disabilities Act (ADA) Handicap Return Project
- ◇ Repairs to South Park Avenue
- ◇ Slurry Sealing of Various

- Streets
- ◇ Safety Upgrades to Sidewalk along Main Street
- ◇ Pothole Repair Project for Various City Streets
- ◇ Pedestrian Safety and Crosswalk Replacement Project on Main Street

## City of El Centro

With an allocation of over \$31 million from Measure D, El Centro has been able to conduct numerous projects city-wide. Some of the projects undertaken by El Centro include:

- ◇ Dogwood Ramp Widening and Signalization project (on-going)
- ◇ Broadway Avenue overlay project.
- ◇ Main Street overlay project from 8<sup>th</sup> street to La Brucherie.
- ◇ 2009 slurry seal project (various streets)
- ◇ Dogwood Road reconstruction I-8 to State Street, Imperial Avenue overlay project (on-going)
- ◇ Widened Dogwood Road
- ◇ Imperial Avenue overlay project (on-going)
- ◇ Citywide Street Maintenance Project
- ◇ Overlay of Imperial Avenue
- ◇ Improved Pedestrian Safety by repairing and Upgrading Sidewalks, Curbs, and Gutters

# City of Holtville



Holtville, like Brawley, took out a loan against future Measure D allocations. The city was able to realize well over \$5 million for projects. Some of these projects include:

- ◇ Repaired Potholes, Maintained and Repaired City Streets
- ◇ Conducted Alley Improvement Program between Fern and Orange Avenues from Fifth to Sixth Streets
- ◇ Conducted City-wide Street Improvement Projects in 1993, 1996, 1998, and 2002
- ◇ Repaired and Upgraded Ninth Street between Olive and Melon Avenues
- ◇ Conducted Repair and Upgrading Project between Holt and Fern Avenues from Fifth to Sixth Streets
- ◇ Street repairs on Brentwood Avenue
- ◇ Ninth Street Rehabilitation Project
- ◇ West Entrance Sign Project

*The LTA is continually seeking individuals to serve on its Local Taxpayer Supervising Committee (LTSC) which helps the LTA by reviewing performance through an annual audit process and providing positive advice regarding implementation of the program. For additional information please contact the ICTC at (760) 482-4987*

# City of Imperial

The City of Imperial received approximately \$7.7 million in Measure D funds. These funds were utilized to conduct improvement projects throughout the city, including:

- ◇ Conducted Street Repair and maintenance Project throughout the City
- ◇ Conducted Pothole Repair Program

- ◇ Implemented Street paving Program
- ◇ Conducted Activities to Improve Pedestrian and Traffic Safety throughout the City
- ◇ Treshill Road and Drainage Improvements
- ◇ Aten/Clark Signal and Intersection Improvements
- ◇ O Street and 12<sup>th</sup> Street Improvements
- ◇ Barioni ARRA project under construction



# City of Westmorland

Westmorland received nearly \$3 million in Measure D funds. It used these funds to conduct various transportation improvement projects within the city. Some of these projects include:

- ◇ Repair and Upgrade Center Street from First Street to SR-86

- ◇ Repaired and Repaved Second Street from Center Street to C Street
- ◇ Upgraded Third Street from Center Street to C Street
- ◇ Repaved D Street from SR-86 to Fifth Street
- ◇ Repaired C Street from SR-86 to Third Street
- ◇ Repaved D Street from Sixth Street to Seventh Street
- ◇ Conducted repair and upgrading program on Sixth, Seventh, Cook, Bonita, H, South Center, and F Streets, and Beverlee Way

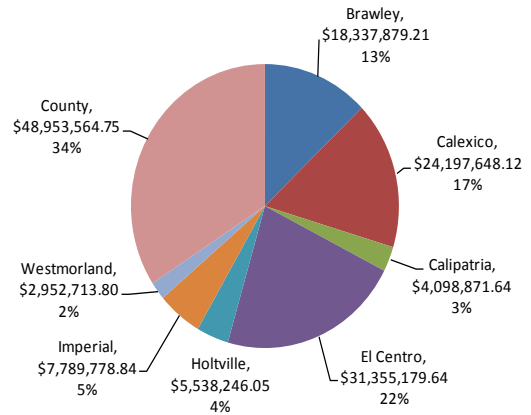
# County of Imperial

Through 2010, the County of Imperial received nearly \$49 million in Measure D funds for its transportation projects. The funds were utilized for various projects in a County-wide strategy to improve the transportation system. Some projects include:

- ◇ Repair and Maintenance of Streets and Roads throughout Imperial County
- ◇ Improvements around SR-78 near Lucky Ranch
- ◇ Improved Roads and Pedestrian Safety near Seeley Elementary School
- ◇ Improved Roads and Pedestrian Safety near Heber Junior High School

- ◇ Repaired various paved and gravel roads throughout the County
- ◇ Improved Pedestrian and Traffic Safety by Repairing and Upgrading Sidewalks, Curbs, and Gutters County-wide
- ◇ Improved Traffic Safety by Installing Traffic Signals, Stop Signs, and Dedicated Turn Lanes on Various Roads
- ◇ Over 200 projects County-wide

Additionally, some Measure D funds were used as a local match to leverage state and federal funds for additional projects.



**Disbursement of Measure D Funds  
1990 through 2010**

**The Imperial County Local Transportation Authority is a Coalition of Representatives of Local Cities and the County of Imperial Working Together to Provide Transportation Improvements within Imperial County.**

**For twenty years the Authority has converted the community's commitment into improved roads, increased safety, and better overall transportation in Imperial Valley.**

**Because of the interest in safety by the residents of**

## **Imperial County Local Transportation Authority**

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**Imperial County and the incorporated cities within as proven by their overwhelming approval of a ballot measure to continue the tax for these projects, the LTA will continue providing transportation improvements for the future.**

**The Local Transportation Authority would like to thank the community for its commitment, and also commits to providing quality, safe transportation capabilities for Imperial Valley.**



**We're on the Web!**

[www.imperialctc.org/local-transportation-authority](http://www.imperialctc.org/local-transportation-authority)