



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 26-281

March 24, 2026

Introduced: 3/19/2026

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Receive a presentation on the signs developed for Measure AA-funded projects; and
- b. Provide direction to staff.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive a presentation on the signs developed for Measure AA-funded projects; and
- b. Provide direction to staff.

SUMMARY/DISCUSSION:

In November of 2024, voters in unincorporated Monterey County approved “Measure AA”, authorizing a general sales tax increase of 1%. This levy is presently being collected - and only in unincorporated county areas. When set for the ballot, it was projected to raise a total of approximately \$29 million annually. The funds collected from this increase in the transactions and use tax may be used to provide funding for essential County services, including but not limited to programs for: street maintenance and pothole repair; enhanced public safety, emergency services and disaster response, prevention, and recovery; programs to reduce homelessness; libraries, parks, and recreation facilities; water and sewer infrastructure; healthcare; clean and affordable drinking water; and other services.

With the passage of Measure AA, to show the public where the Measure AA funds are being used, project funding signs have been proposed for use at these project sites. Public Works, Facilities and Parks (PWWP) department’s Public Works Traffic Sign Shop created various sign options for the Measure AA Standing Committee to consider. At the December 10, 2025 Measure AA Standing Committee meeting, the committee considered the options, located in Attachment F. The committee generally recommended Option A in Attachment F, with some revisions to the wording and font.

The Public Works Traffic Sign Shop made the revisions and have created five (5) options for the Board to consider. Please see Attachments A through E for these options. Staff recommends that the Board of Supervisors approve an option and thereafter, the Traffic Sign Shop will begin fabrication and installation.

OTHER AGENCY INVOLVEMENT:

This item was presented to the Measure AA Standing Committee at their December 10, 2025 meeting.

FINANCING:

Receiving the report will have no affect on the County General Fund. Sign fabrication and installation

varies, but generally average \$750 per sign installation (in north county areas) by the PWF Public Works Traffic Sign Shop. For projects where Measure AA is the funding source, these signs will be funded by Measure AA.

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

Measure AA funded projects support the Board of Supervisors' Strategic Plan Goals for Well-Being and Quality of Life, Sustainable Infrastructure for the Present and Future, and Safe and Resilient Communities.

- Well-Being and Quality of Life
- Sustainable Infrastructure for the Present and Future
- Safe and Resilient Communities
- Diverse and Thriving Economy
- Administrative

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Attachments:

- Attachment A - Measure AA Option 1
- Attachment B - Measure AA Option 2
- Attachment C - Measure AA Option 3
- Attachment D - Measure AA Option 4
- Attachment E - Measure AA Option 5
- Attachment F - Measure AA Sign Options presentation to the Measure AA Committee on December 10, 2025