

# Claims and Responses About Measure D



The Campaign for Sensible Transportation



**Claim 1:** Measure D “will relieve congestion on Highway 1 and other clogged corridors using proven methods.”

All claims are from the ballot arguments in favor of Measure D.



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Response:

There is no evidence in the Caltrans Draft Environmental Impact Report on Hwy 1 projects suggesting that Measure D projects would result in *any* improvement in traffic congestion on Hwy 1.



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“The TSM Alternative would result in a **very slight improvement in traffic congestion** when compared to the No Build Alternative.”

- Caltrans Draft EIR p 2.1.5-16



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# What is the TSM Alternative?





The TSM Alternative is a much larger project than the Measure D project.





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## Measure D Project

- 3.8 miles of Auxiliary lanes Soquel Ave to State Park Dr.
- Capitola Ave overcrossing replacement

## Additional projects in the TSM Alternative

- 2.2 miles of Auxiliary lanes to Freedom Blvd
- Ramp metering & HOV bypass lanes at each interchange
- Reconstruct State Park Dr., 41<sup>st</sup> Ave, Soquel overcrossings
- Replace 2 rail bridges & Aptos Creek bridge



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“In the evening principle commute direction (southbound)...  
the average travel speed would slightly decrease (10mph)  
due to the **severe breakdown of State Route 1 by year  
2035.**”





Claim: Measure D “will reduce dangerous neighborhood cut-through traffic”.





“The TSM Alternative would not achieve sufficient congestion relief to attract any substantial number of vehicles that had diverted to the local street system back to the freeway.”

-Draft EIR p 2.1.5-17





Claim:

“It provides more than \$100 million for safer bike routes and protects vital transit services so we can reduce reliance on automobiles.”





## Response:

The TSM Alternative will result in increased vehicle miles traveled.

*After the TSM Alternative is built*

The increase in vehicles on Hwy in the AM peak hour = 44%

Increase in greenhouse gases = 25%

Draft EIR, Table 2.1.5-7  
Table 3-2





Claim:

Measure D would “protect vital transit services”

Response:

- Measure D’s support of METRO is inadequate to prevent deep cuts. (Metro’s recent 12% cut in service hours was based on the assumption of Measure D passing.)
- If Measure D does not pass, the plan is to cut 4 operator positions (out of 139) next June.
- If Measure D passes, there is no commitment to restore the 12% cuts.





# Studies confirm that widening highways doesn't work

**A STUDY: BUILDING ROADS TO CURE CONGESTION IS AN EXERCISE IN FUTILITY**



Aa

## California's DOT Admits That More Roads Mean More Traffic

Take it from Caltrans: If you build highways, drivers will come.

...road lobby insists that the only way to ease traffic congestion on the roads is to build more roads. Federal funding gives huge subsidies to states, which tend to prioritize road building over other transportation investments, such as public transit, bike lanes, or even road maintenance or anything else. But mounting evidence suggests that building new roads won't do anything to alleviate congestion.

In a paper to be published soon in the [American Economic Review](#), two University of Toronto professors have added to the body of evidence showing that highway and road



AP/WIDE WORLD - PHOTOS  
Bumper-to-bumper traffic has become an afternoon grind for commuters heading south on newly widened Interstate 805 near Brokaw Road and Highway 101.

## Where's the relief?

**San Jose Mercury News**

## Highway 101: After \$1.2 billion in road work, it's as jammed as ever

By Gary Richards | [g-richards@mercurynews.com](mailto:g-richards@mercurynews.com)



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National Center  
for Sustainable  
Transportation

# Increasing Highway Capacity Unlikely to Relieve Traffic Congestion

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BRIEF

## Issue

Reducing traffic congestion is often proposed as a solution for improving fuel efficiency and reducing greenhouse gas (GHG) emissions. Traffic congestion has traditionally been addressed by adding additional roadway capacity via constructing entirely new roadways, adding additional lanes to existing roadways, or upgrading existing highways to controlled-access freeways. Numerous studies have examined the effectiveness of this approach and consistently show that **adding capacity to roadways fails to alleviate congestion for long because it actually increases vehicle miles traveled (VMT).**

**Increased roadway capacity induces additional VMT in the short-run and even more VMT in the long-run.** A capacity expansion of 10% is likely to increase VMT by 3% to 6% in the short-run and 6% to 10% in the long-run. Increased capacity can lead to increased VMT in the short-run in several ways: if people shift from other modes to driving, if drivers make longer trips (by choosing longer routes and/or more distant destinations), or if drivers make more frequent trips.<sup>3,4,5</sup> Longer-term effects may also occur if households and businesses move to more distant locations or if development patterns become more

**“Adding capacity to roadways fails to alleviate congestion for long because it actually increases vehicle miles traveled (VMT)”**

**-Susan Handy, Ph.D. in a report for the California Air Resources Board**



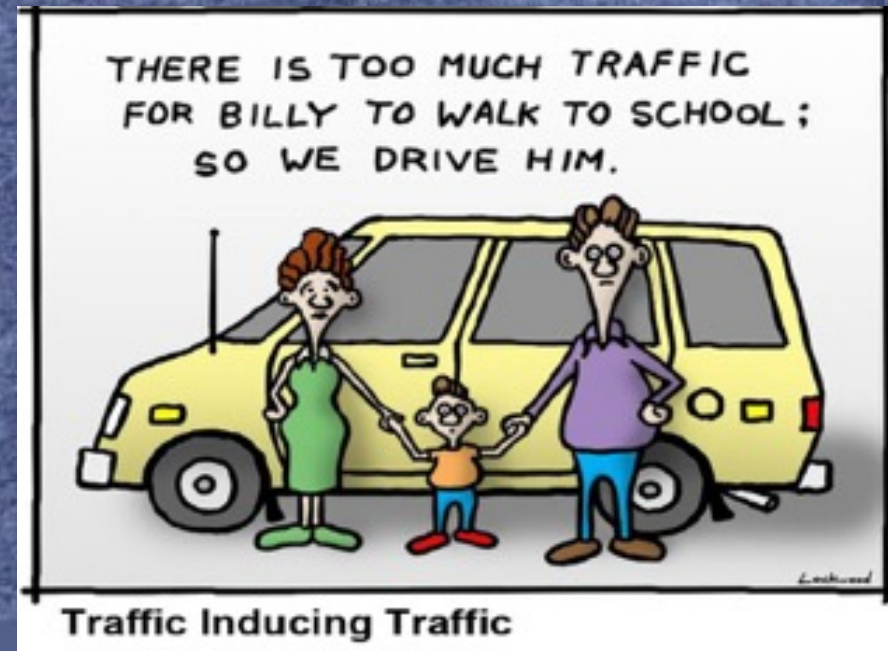
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# Handy's study: Why more vehicle miles traveled?

In the short run people take

- More trips
- Longer trips
- Shifts from other transportation modes





# Handy's study:

In the long run

- People relocate homes and businesses
- Decentralized development (sprawl)

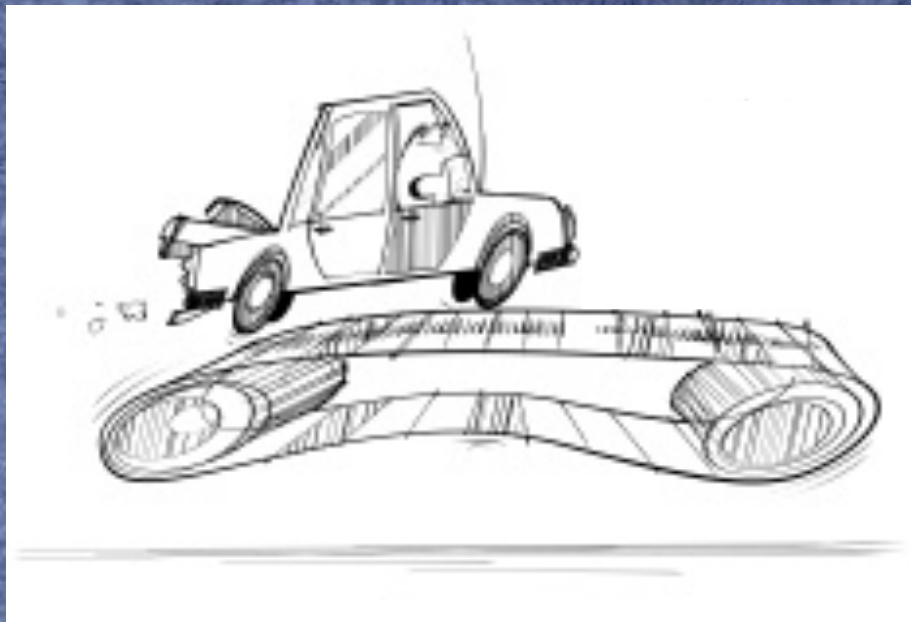




## Driving farther to maintain the same access

“As transport systems and land use patterns become more automobile dependent, so people must drive more to maintain a given level of accessibility to goods, services and activities.”

-Litman, Victoria Transport Policy Institute.





Other communities understand  
that widening won't work.

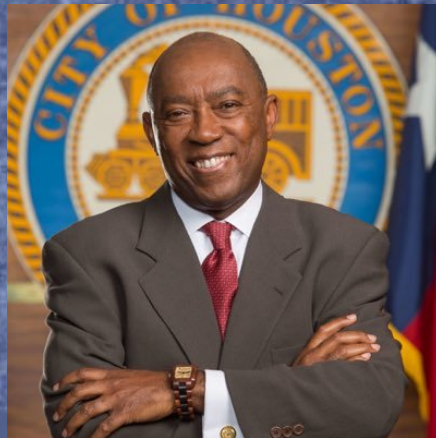




Other communities understand  
that widening won't work.

“The region’s primary transportation  
strategy in the past has been to add  
roadway capacity...However this  
approach is actually exacerbating our  
congestion problems....  
We need a paradigm shift in how we  
prioritize mobility projects.”

Houston Mayor Sylvester Turner,  
January, 2016



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Widening Highway 1 is out of step  
with California's priorities.



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# Widening Highway 1 is out of step with California's priorities.

Caltrans has revised its goals:

“By 2020, increase non-auto modes:

- Triple bicycle
- Double pedestrian
- Double transit”



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# Some Measure D Backers Understand that Widening Won't Work



LAND TRUST *of* SANTA CRUZ COUNTY

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Widening Won't Work, but...



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“I’ve talked or emailed with several Land Trust supporters the past week or so who are disappointed that our Board endorsed Measure D ...

Their argument is that widening Highway 1 won’t provide significant traffic relief over time. Widening highways, they say, encourages more people to use highways and auto exhaust is a major contributor to climate change.

I – and the Land Trust – have no argument with this argument. We do have a “but.” But, Measure D is about more than widening ...It is certainly far less widening than proposed a few years ago.”

-Stephen Slade, Land Trust, posted Sept 9, 2016

<https://www.landtrustsantacruz.org/widening-wont-work/>





## Question

If the auxiliary lanes project won't relieve congestion, why is it in the sales tax measure?





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If the auxiliary lanes project won't relieve congestion, why is it in the sales tax measure?

Measure D Supporter: "If we don't include anything for people who are stuck in traffic on Hwy 1, the tax measure won't pass."





No one who is stuck in traffic wants a futile gesture.

No one wants a placebo.





# Highway expansion doesn't help a ballot measure pass.

In 2004 County voters defeated a sales tax measure that earmarked 65% of funds to widen Highway 1.

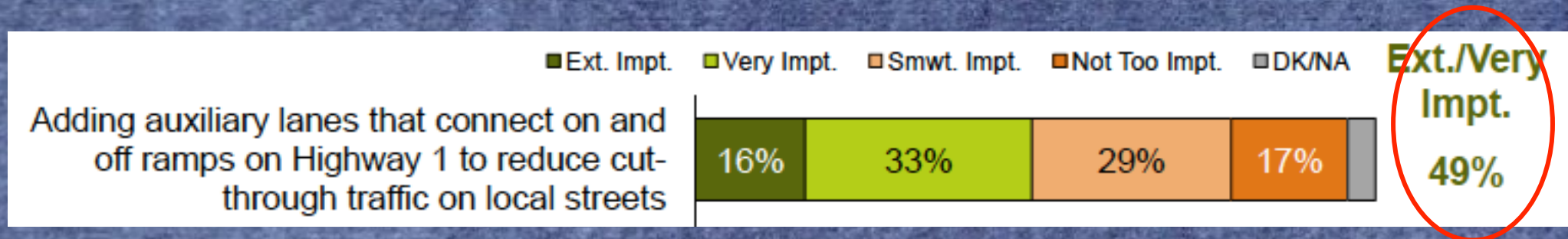
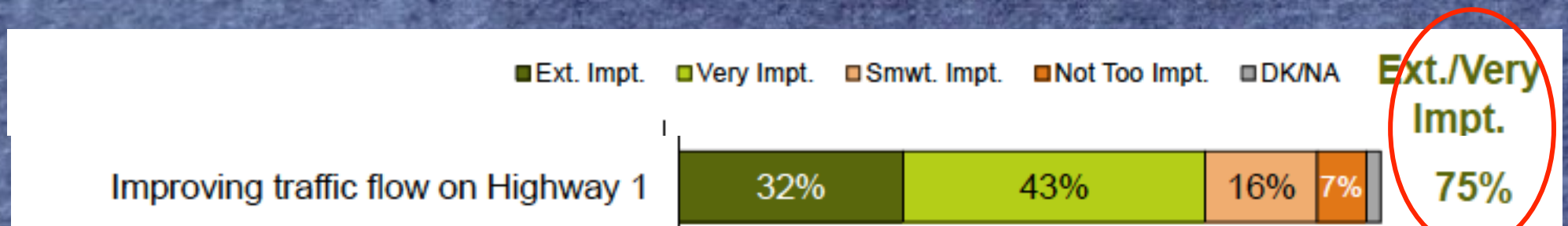
Measure J needed 66.6% of the votes to pass.

It got 43%.





The RTC poll (June 2016) shows high support for improving traffic flow on Hwy 1 but not for widening.



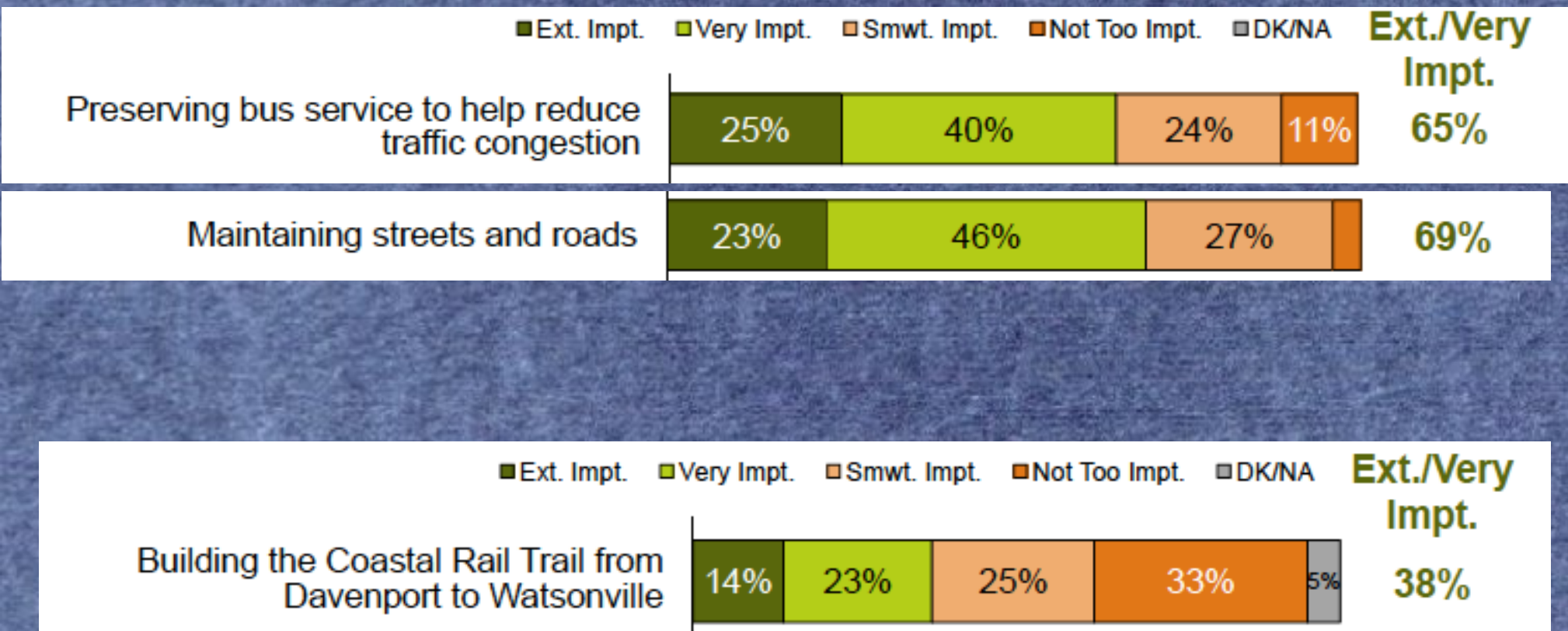
Source: Regional Transportation Commission June 2016



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Polling for other parts of the measure is high, except for the trail on the rail line.





Question to Susan Handy, “What can we do for people who are stuck in traffic on Hwy 1?”



Susan Handy, Ph.D





Question to Susan Handy, “What can we do for people who are stuck in traffic on Hwy 1?”

“Give them alternatives to driving on Highway 1.”



Susan Handy, Ph.D





## *Investigating Alternatives:*

The Regional Transportation Commission is conducting a study called the Unified Corridors Plan.





“The Unified Corridors Plan will identify transportation projects that make the most effective use of these three parallel routes as one unified corridor to provide vehicle, transit, bicycle, and pedestrian transportation”

- Highway 1
- Soquel Ave/Dr.
- Rail Corridor

- Regional Transportation Commission website: [sccrtc.org](http://sccrtc.org)





# *Soquel Ave/Drive* Potential for Bus Rapid Transit

## Cities with Bus Rapid Transit:

Austin

Albany

Atlanta

Cleveland

El Paso

Eugene

Escondido

Everett, Wa

Fort Collins....

and many more around  
the US and the world.



Rockville, Ma. Bus Rapid Transit



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# *Rail Corridor*

## Transit With Trail



*Rail Transit Feasibility Study* (2015) estimates 6800 person-trips per day. Travel time, Watsonville to Santa Cruz = 36 minutes

-Regional Transportation Commission website: [sccrtc.org](http://sccrtc.org)



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# *Highway 1:* METRO just received a grant to study “Bus-On-Shoulder”

## Existing Bus-on-Shoulder operations:

- Minneapolis-St. Paul
- Cleveland
- Miami
- San Diego
- Atlanta
- Ottawa





# Employee Commuter Programs

Incentives for:

- Telecommuting
- Carpools/Vanpools
- Transit
- Walking & bicycling



Example: SF Bay Area Program— 44,000 commuters switch from solo driving *in its first year*.





# Highway widening perpetuates auto dependency impacts:

- Greenhouse gas emissions
- Oil extraction impacts
- Wars for oil





# Voters Need an Opportunity to Choose Effective and Environmentally Safe Alternatives

Voting No on D sends a message to the RTC  
that we want better choices.

