



## **League of Women Voters of Santa Cruz County**

September 22, 2016

Casey Beyer, Campaign Committee Co-Chair

# What is Measure D? What Will It Do?

***30-year Sales Tax of 1/2 cent.  
Effective increase in Santa Cruz  
County will be 1/4 cent because a  
statewide temporary 1/4 cent sales  
tax is ending.***

**Measure D will:**

- ✓ **Fix potholes**
- ✓ **Ease traffic congestion on Highway 1 and other congested roads**
- ✓ **Speed up emergency response**



# What is Measure D?

## What will it do? (continued)

- ✓ Improve safety for children walking and bicycling near schools
- ✓ Expand safe bike routes
- ✓ Maintain and expand senior and disabled transit services
- ✓ Improve traffic flow on highways and reduce dangerous neighborhood cut-through traffic
- ✓ Invest in projects that reduce pollution causing global warming
- ✓ Preserve transportation options on the rail corridor



# Who Benefits? Neighborhood Residents.



**30% of Measure D Funds (largest funding category):**

- ✓ **Fixing potholes**
- ✓ **Local road repairs and maintenance**
- ✓ **Intersection and signal improvements**
- ✓ **Sidewalks, crosswalks and bike lanes, especially near schools**



# Who Benefits? Commuters.



**25% of Measure D funds Highway Corridors:**

- ✓ Merge lanes between exits to reduce congestion and idling - not “widening,” the lanes connect onramps to the next off-ramp and do not go through
- ✓ Bike and pedestrian bridges
- ✓ Safety and carpool programs



# Who Benefits?

## Seniors, Veterans & Those with Disabilities.



### 20% of Measure D funds Transit & Paratransit Services:

- ✓ Santa Cruz METRO ParaCruz
  - Stabilize fixed-route bus and ParaCruz funding and service levels.
  - Prevent cuts from happening.
  
- ✓ Community Bridges Lift Line
  - Increase service from 5 days per week to 7 days per week.



# Who Benefits? Kids.



**Measure D will:**

- ✓ **Improve safety for children walking and bicycling near schools**
- ✓ **Expand safe bike routes**
- ✓ **Encourage alternatives that improve health and wellness**



# Who (What) Benefits? Our Environment.

*Measure D is one of the most environmentally sustainable transportation plans in CA.*

- ✓ Greater % of \$ for cycling than an other ballot measure in CA
- ✓ Will reduce or eliminate trips made by car
- ✓ Will reduce our carbon footprint
- ✓ Will protect wildlife
- ✓ Will promote alternative transportation such as biking, walking, busing and carpooling.





# Who (What) Benefits? Our Environment. (cont.)

- ✓ Reduction of traffic congestion to prevent fuel waste and idling, which will help reduce global warming
- ✓ Funding for Hwy 17 wildlife under crossing for deer, mountain lions and other animals
- ✓ Funding for carpool/vanpool coordination
- ✓ Completion of significant sections of the 32-mile Coastal Rail Trail that will connect Santa Cruz, Capitola, Aptos and Watsonville



# Measure D Supporters - Organizations

## **Environment:**

Ecology Action, Land Trust Santa Cruz County, Friends of Santa Cruz State Parks, Resource Conservation District of Santa Cruz County, Bike Santa Cruz County, Monterey Bay Electric Vehicle Alliance, Pathways for Wildlife

## **Public safety, seniors, health**

Santa Cruz County Deputy Sheriff's Association, Palo Alto Medical Foundation/Sutter Health, Physicians Medical Group, United Way, Community Bridges, Human Care Alliance, Seniors Council, Area Agency on Aging Advisory Council



# Measure D Supporters - Organizations

**Business community:** Aptos Chamber of Commerce, Plantronics, Santa Cruz Area Chamber of Commerce, SC County Bus. Council, Monterey Bay Econ. Partnership

**Labor:** Carpenters Union/Local 505, Monterey Bay Central Labor Council, United Transportation Union/Local 23 (bus drivers)

**Political and interest groups:**  
Democratic Women's Club of Santa Cruz County, Santa Cruz County Democratic Party, Pajaro Valley Cesar Chavez Democratic Club, Trail Now, Friends of the Rail & Trail



# Measure D Supporters - Leaders

**Sam Farr, Member of Congress**

**Bill Monning, State Senator**

**Luis Alejo, Assemblymember**

**Mark Stone, Assemblymember**

**Jim Hart, County Sheriff**

**Michael Watkins, County Supt. of Schools**

**Ryan Coonerty, County Supervisor**

**Zach Friend, County Supervisor**

**John Leopold, County Supervisor**

**Bruce McPherson, County Supervisor**

**Ed Bottorff, Capitola Mayor**

**Jacques Bertrand, Capitola City Councilmember**

**Dennis Norton, Capitola City Councilmember**

**Mike Termini, Capitola City Councilmember**

**Cynthia Chase, Santa Cruz City Councilmember**

**Cynthia Mathews, Santa Cruz Mayor**

**Pamela Comstock, Santa Cruz City**

**Councilmember**

**Don Lane, Santa Cruz City Councilmember**

**Richelle Noroyan, Santa Cruz City Councilmember**

**David Terrazas, Santa Cruz City Councilmember**

# Don't Cherry pick from a Draft EIR



“**Traffic delay** in the northbound direction during the morning peak hour is expected to average 22 minutes per vehicle, which is a **decrease of 54 percent** compared to the No Build Alternative.”

“Compared to no-build conditions, traffic performance under the Tier I Corridor TSM Alternative would **improve during the morning peak hour in both the northbound (42 percent reduction in travel time) and southbound (59 percent reduction in travel time) directions.**”

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