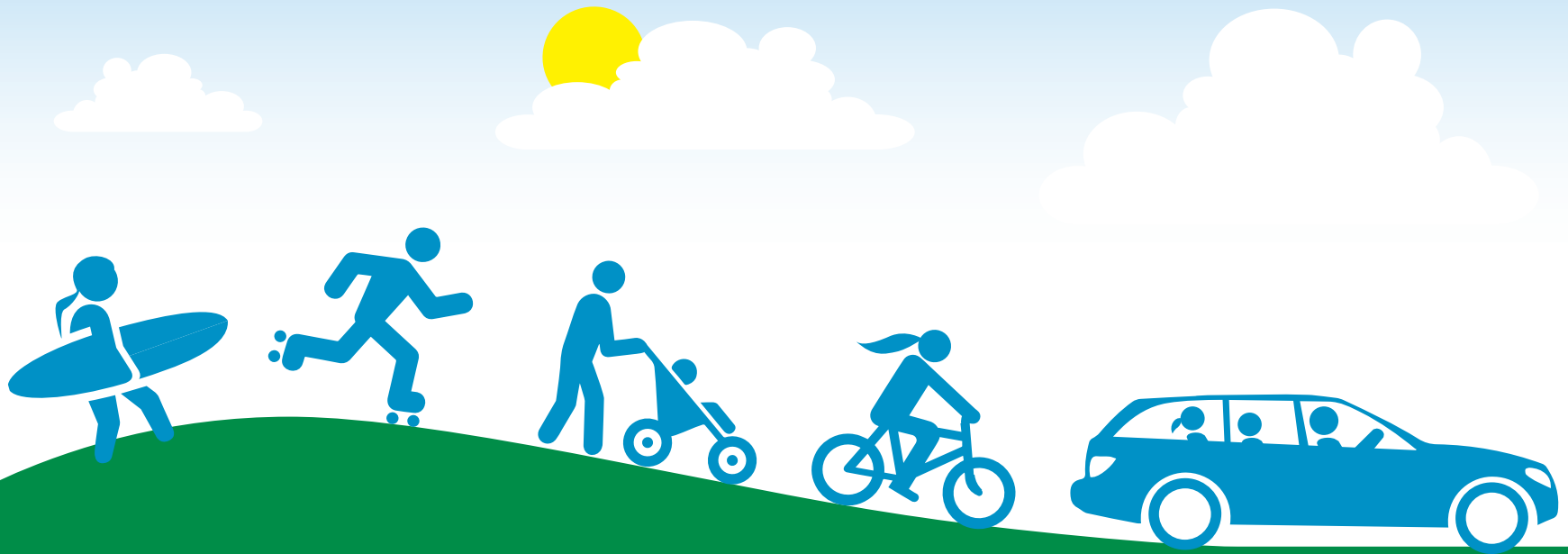


Improving Transportation Options *for* **SANTA CRUZ COUNTY**



LET'S MOVE!

*A Message from the Santa Cruz County
Regional Transportation Commission*



An Effective Transportation Plan for the 21st Century

The Santa Cruz County Regional Transportation Commission (RTC) recently completed a future planning process that resulted in the most balanced, active transportation-focused and environmentally friendly plan to operate, maintain and improve transportation options in the coming decades.

Transportation Options for Everyone

Major projects are planned to improve safety for children walking and biking near schools, maintain transit services for seniors, veterans and those with disabilities, reduce congestion on local and major roadways, enhance transportation choices and decrease the harmful pollution that causes global warming. Over the next three decades, \$450 million would be used to fund much needed transportation projects that benefit everyone in the county, no matter where they live or how they get around.

Expanding Bicycling and Walking Trails

Investing in safe and reliable bicycle and pedestrian travel means fewer cars on the road and a reduced impact on the environment. Over a 30-year period, an unprecedented \$120 million would be available to improve bicyclist and pedestrian safety on roads and in neighborhoods.

Mobilizing Seniors, Veterans and People With Disabilities

The demand for specialized transit services is expected to increase significantly as the population of seniors and veterans grows over the next 30 years. The Plan would dedicate \$72 million to maintain public transportation services like Santa Cruz METRO and Community Bridges Lift-Line paratransit services to meet the mobility needs of seniors, veterans and people with disabilities.





Reducing Our Carbon Footprint

This plan helps fund the high-priority projects in the long-range Regional Transportation Plan, which, if fully funded, is forecasted to reduce greenhouse gas emissions by 17% per capita over the next 20 years.

Local Funding for Local Improvements

The RTC is considering placing a measure on the November 2016 ballot to raise \$450 million in transportation funding that would benefit everyone in the county. All the money raised would be spent right here in Santa Cruz County. Specifically, the Plan would:

- Improve bicycle and pedestrian paths, which allow students to bike and walk safely to schools, and construct new bike and pedestrian bridges over Highway 1
- Maintain mobility access for seniors, veterans and people with disabilities by replacing lost funding due to state and federal budget cuts to preserve Santa Cruz METRO and Community Bridges Lift-Line paratransit services
- Ease congestion on Highway 1 through the creation of auxiliary lanes, improve emergency vehicle response and transit times and reduce the use of neighborhoods as a cut-through for commuters
- Fix potholes, repair deteriorating roads and reduce speeding in local neighborhoods
- Complete significant sections of the 32-mile Monterey Bay Sanctuary Scenic Trail to connect Santa Cruz, Capitola, Aptos and Watsonville
- Fund an Environmental Impact Report (EIR) to analyze options for future rail transit service in the coming decades. No funding is included in the Plan for passenger rail service.

Easing Traffic Congestion

The Plan would fund \$127 million in pothole repairs and ease congestion on Highway 1, resulting in a reduction in the use of neighborhoods as cut-through routes for commuters. Shortening commute times will also improve emergency vehicle response and transit times.





Santa Cruz County
Regional Transportation Commission
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Broad-Based Community Support

The Transportation Improvement Plan reflects broad-based support from a wide range of transportation advocates. Here is what some of them have to say about the Plan.



Veronica Elsea
*Business Owner,
Senior and Disabled
Transit Advocate*

"Public transportation and good sidewalks allow me to maintain my independent lifestyle, whether that's shopping, getting to business and medical appointments or visiting friends and family. As I am blind, without Santa Cruz METRO I'd be constantly looking for chauffeurs, not real friends."



Jim Murphy
*CEO,
Ecology Action*

"The County's Transportation Improvement Plan will invest in sustainable transportation choices for our region. The Plan will make it easier for kids, commuters and families to bike and walk to their destinations safely. Ecology Action supports the Plan because it will increase the health, safety and sustainability of our community with improved alternatives to driving."



Eduardo Montesino
*Watsonville Resident,
Santa Cruz METRO Driver*

"Every day people from Aptos and Watsonville feel the pain of Highway 1 congestion as they commute to Santa Cruz and over the hill to obtain livable wages. Improvements will help not only commuters and students but also METRO, because without a faster trip, riders won't be enticed to use the bus. We're all in the same boat and the Transportation Improvement Plan helps meet the transportation needs for everyone in the County."

YOU'RE INVITED: Public Notice of Upcoming Meeting on Potential Funding

We invite you to share your opinions about the potential transportation funding measure at the June 16, 2016 meeting of the Commission. At this meeting the Commission will consider placing a ½ cent sales tax measure on the November 2016 ballot.

What: Santa Cruz County Regional Transportation Commission Meeting

Where: City of Santa Cruz Council Chambers,
809 Center St., Santa Cruz, CA, 95060

When: June 16 at 9:00 am

For more information about this potential measure please visit www.sccrtc.org/move or contact the Santa Cruz County RTC at (831) 460-3200 or info@sccrtc.org.



SCCRTC.org/Move



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