



# However You Move — Get There Safer and Faster!

## Commute by Car

### Measure D

**Over 165,000 Santa Cruz County residents commute daily in their cars.** Driving is an essential daily activity for many residents to get to jobs, schools and other destinations that help them go about their daily routine and lead productive lives.

Employees and businesses also use vehicle travel to move products that help businesses grow the local economy. Safe and efficient roads are needed to ensure people can get to their destinations quickly and efficiently, and bring jobs and revenue to the region, without congesting neighborhood streets and polluting our air while stuck in traffic.



**Improvements to our local roads will reduce the time people spend in traffic,** allowing them to spend more time with families, take care of personal tasks and be part of their local communities. Roadway improvements will allow employees to get to their jobs quicker, which increases worker and business productivity. **Shorter commute times will also improve emergency vehicle response times** and help decrease green house gas emissions.

**The Santa Cruz County 2016 Transportation Improvement ballot measure includes significant funding of over \$200 million** to be used over 30 years in a balanced way that reflects Santa Cruz County transportation values while improving traffic flow and safety:

- Increasing road service patrols
- Speed enforcement and stalled vehicle assistance
- Repairing potholes
- Reducing traffic congestion on our major roads and neighborhood streets
- Helping to reduce pollution that causes global warming
- Making neighborhoods safer by deterring cut-through traffic



**To learn more about the Santa Cruz County Measure D: Transportation Improvement Plan please visit:**

 [SCCRTC.org/Move](http://SCCRTC.org/Move)

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