

***Measure J:
Local Transportation Sales Tax Measure
on November Ballot***

***FINAL: 9/3 – 11am
Plus 4 photos***

What is Measure J?

Measure J asks Santa Cruz County voters to consider a new ½ cent sales tax for improvements to our local transportation system.

Measure J will help pay for widening Highway 1 by adding new carpool and bus lanes from Santa Cruz through Aptos. It also funds improvements to other local transportation projects (see sidebar.)

State and federal governments no longer pay for local transportation projects at the levels they have in the past. By establishing a new source of local funding, Measure J will provide more local control over when and how transportation projects are completed and will help our county obtain matching funds.

Facts About Measure J

- A ½ cent sales tax estimated to generate \$577 million over 30 years for transportation projects
- Sales tax dollars stay in Santa Cruz County and cannot be diverted to other parts of the state
- Measure J projects cannot be changed without another vote of the people
- Oversight of the sales tax program will be conducted by an Independent Audit Committee
- Administrative costs will not exceed 1%
- Requires approval by 2/3 of Santa Cruz County voters

Facts About the Highway 1 Project

- Highway 1 was built in the 1950s when the population of Santa Cruz County was only a quarter of what it is today
- On average, 110,000 vehicles travel on Highway 1 per day
- Measure J would fund new carpool and bus lanes on Highway 1 from Santa Cruz through Aptos, one lane in each direction
- The new lanes would also be open to fire trucks, ambulances, and police cars
- New bicycle and pedestrian crossings would be constructed over the Highway
- New Highway 1 lanes will receive 63% of the sales tax measure funds

Measure J Will Pay for:

	\$ millions	% of total
New Lanes on Highway 1 for use by carpools, express buses, and emergency vehicles during peak hours and by all vehicles the rest of the time	\$363	63%
New Bridges for Bicyclists and Pedestrians to facilitate movement between communities on both sides of Highway 1	\$6	1%
Highway 1 Express Buses to increase service between Santa Cruz and Watsonville and other major destinations within the County such as UCSC and Cabrillo	\$6	1%
Park and Ride Lots and Alternative Transportation Programs to encourage residents to use the new carpool lanes	\$9	1.5%
Local Street and Road Repair and Transportation Improvements including filling potholes and improving streets, bikeways, walkways, and transit facilities. With input from residents, each City Council and the County Board of Supervisors will decide which projects to fund in their own communities.	\$112	19.5%
A Coastal Bike/Pedestrian Trail next to the railroad tracks from Watsonville to Davenport.	\$23	4%
Specialized Transportation for Seniors and Disabled Persons to provide funds to help meet the unique mobility needs of these community members.	\$23	4%
Highway 17 Safety Programs increases funding to programs that have already reduced accidents and saved lives.	\$6	1%
Developing a Train Station at the Watsonville-Pajaro Junction to allow Santa Cruz residents to connect with train service to San Jose, the San Francisco Bay Area, and Monterey County. Connection to planned Amtrak service is also possible with this new station.	\$6	1%

Reserve for Potential Cost Increase	\$17	3%
Administration	\$6	1%
TOTAL	\$577 million	100%

Funds are shown in 2003/04 dollars and reflect the portion of project costs to be funded by projected sales tax revenues. Bonds or other financing tools may be used for some projects to accomplish them more quickly.

Stay Informed About Measure J

Visit us on the web: www.sccrtc.org/expendplan.html

Subscribe to email updates: www.sccrtc.org/enews/

Contact us: Santa Cruz County Regional Transportation Commission, 1523 Pacific Avenue, Santa Cruz, 95060, (831) 460-3200, or e-mail: info@sccrtc.org

Photo Captions:

Measure J will generate \$363 million for new carpool/bus/emergency vehicle lanes on Highway 1 from Santa Cruz through Aptos.

Local street, bikeway and sidewalk improvements will receive \$112 million in funds under Measure J.

Measure J will provide \$23 million for new specialized transportation services for seniors and disabled people.

A coastal rail/trail next to the railroad tracks from Davenport to Watsonville will receive \$23 million from Measure J.