

**Transportation
Measure J:**

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***Voters Consider Local Transportation Sales Tax Measure
on November 2nd***

Measure J, a new ½ cent sales tax dedicated to improving local transportation, will help pay for widening Highway 1 by adding new carpool and bus lanes from Santa Cruz through Aptos and for other local transportation projects (see list.) The countywide measure will generate \$577 million over 30 years.

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.

Measure J Will Pay for:

Highway 1 Widening including:

- New Carpool/Bus/Emergency Lanes on Highway 1
- New Bridges over Highway 1 for Pedestrians and Bicyclists
- Highway 1 Express Buses
- Park and Ride Lots and Alternative Transportation Programs

Local Street and Road Repairs and Improvements

A Coastal Bike/Pedestrian Rail-Trail

Specialized Transportation for Seniors and Disabled Persons

Highway 17 Safety Programs

A Train Station at the Watsonville-Pajaro Junction

Reserve for Potential Cost Increase

Administration, limited to 1% of funds

Stay Informed About Measure J

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

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

Complete Measure J ballot language and arguments can be found on the county elections website: <http://www.votescount.com/nov04/measurej.pdf>

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