

Hints for printing and folding this brochure

This brochure is most easily printed from Acrobat Reader (acroread); these hints refer to Adobe Acrobat Reader version 8.

- (a) You will need a printer that will print to within 22 points (0.3 inches) of the page bottom. Almost all Hewlett-Packard printers will print only to within 36 points (0.5 inches) of the page bottom, so such printers will not work well for printing this brochure. I use an Epson ink jet printer, which works well.
- (b) When viewed with acroread these pages should appear in portrait format (8.5" wide by 11" high) on the screen; if not, then do View → Rotate View so that this page is right-side up. (The brochure pages should have the top of the brochure to the left.)
- (c) You should use fairly heavy paper so the ink will not show through from one side to the other.
- (d) Now print Page 2 (the front of the brochure—the next page after this one) by doing File → Print (or Ctrl+P), which should cause the print window to pop up.
- (e) Print this page in color so the green print on the front of the brochure comes out green, and set the Print Range so that only this page will be printed. Choose Page Scaling to be “None”, uncheck Auto Rotate and Center, and if the display on the right looks correct, try printing it by clicking on the OK button.
- (f) To see if this page has printed correctly, check to make sure that nothing is chopped off the edges and check to see that the box around the words on the front of the brochure is equally spaced from the top, bottom and side of the page. (That spacing should be about 0.2 inches)
- (g) Once you have printed this page, print the next page in a similar manner (except to print it in normal black & white since it has no color) on the back of the first page.
- (h) Now to fold the brochure with the standard “3-fold” format, first note the tiny tick mark on what will be near the bottom of the inside of the brochure, between the second and third panels. This tick mark is very useful for getting accurate folding.
- (i) Lay the brochure on a flat surface so the inside of it is upwards and unreadable because the print is upside-down. The above-mentioned tick mark should therefore be at the upper left. Then bring the right edge over so it barely covers the tick mark, and make the first fold, making sure the fold is perpendicular to the paper edges. The left front panel of the brochure (with its box border) should now be visible, with the box rules equally inset from the outside of this front panel.
- (j) Now make the final fold by putting the left edge of the paper all the way into the fold you’ve already made, hold it there with your thumb or finger and crease the second fold. It helps to crease the folds so they’re tight and sharp. If all goes well you’ll have a nice well-registered brochure!

WHAT YOU CAN DO

*** John Leopold is running for County Supervisor in the 1st Supervisorial District to replace highway widening advocate Jan Beautz, who is retiring after nearly 20 years. Please support Leopold's campaign, and vote for him if you live in the 1st District.** Also please support Supervisor Mark Stone in his bid for re-election in the 5th District. Both Leopold and Stone oppose the widening of Highway 1 and support alternatives.

*** Write a short letter to the editor of the newspaper of your choice.**

*** Write to the Santa Cruz County Regional Transportation Commission at 1523 Pacific Avenue, Santa Cruz, CA 95060. Tell them there are better and less costly ways to solve our traffic problems than widening Highway 1, and urge them to focus on the rail corridor and to strengthen our bus system.**

*** Join the Campaign! Fill out the form below and send it to us today at our address below, or contact us if you'd like more information.**

Yes! I'd like to join:
 \$10 \$20 \$50 \$100

Name: _____
Address: _____
Phone: _____

I can volunteer some time or skills.
 Yes! I'd like to receive email updates.
Email address: _____

The Campaign for Sensible Transportation
P.O. Box 604, Santa Cruz, CA 95061
831-688-2304 staff@sensibletransportation.org
www.sensibletransportation.org

The Campaign for Sensible Transportation is a group of individuals and organizations focused on Santa Cruz County transportation policies and issues. The Campaign was formed in 2001. Our mission is to promote an effective transportation system that facilitates mobility and improves our quality of life, without causing increased air or noise pollution, or degrading our aesthetic surroundings.

We have these goals:

- **To educate our community** on the ineffectiveness of highway widening as a method for reducing traffic congestion.
- **To promote alternatives** to the widening of Highway 1 by researching and publicizing the practical merits and environmental implications of various transportation measures.

- **To appeal to the public and decision makers** to consider all transportation options, including public modes (bus and rail), and private modes (car, bicycle and pedestrian), so as to provide an integrated, balanced, workable and environmentally sustainable system that serves all county residents and works to reduce our dependence on the car.

Organizations currently participating in the Campaign include: **Aptos Neighbors Board of Directors, Fishhook Neighbors, Sierra Club, The Santa Cruz Friends Meeting, Mission Pedestrian, National Bicycle Greenway, The Watsonville Brown Berets, The Coalition for the Environment and Jewish Life, and People Power.**

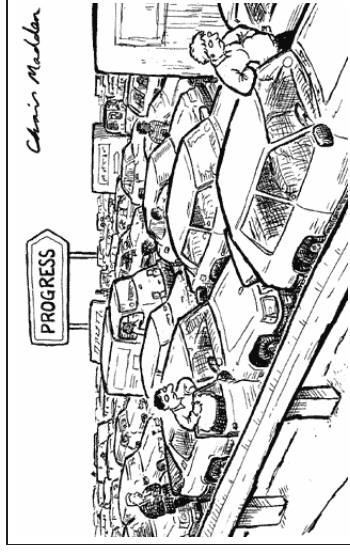
For details regarding statements made in this brochure, please visit our website at www.sensibletransportation.org, where we provide extensive references, including our paper entitled "Why Widening Highway 1 Won't Work".

Brochure updated: April 27, 2008

SENSIBLE TRANSPORTATION:

WHAT IS IT?

**There are alternatives
to this:**



A widened Highway 1

**The proposal to widen Highway 1
is a boondoggle—a 1950s-style
attempt to solve
a 21st century problem.**

For more information, see inside. . .

* **Widening Highway 1 would contribute significantly to Global Warming.** It would cause increased air pollution that damages our health, increased noise pollution that is not reduced by sound walls, and removal of uncounted numbers of trees, **including the redwoods at the crossing of Aptos Creek.**

* **To widen Highway 1 from Santa Cruz to Watsonville would require well over a decade to complete.** Construction would require several of those years, with consequent inconvenience to users of the highway.

* **Above all, the cost of widening Highway 1—currently estimated at over \$400 million—is beyond our resources and a foolish expenditure of funds.** In 2004, a highway-widening tax measure (Measure J) was soundly defeated, opposed by over 56 percent, far more than the 33 percent needed to defeat the measure.

WHAT'S HAPPENING NOW?

* **In the wake of Measure J's defeat, our Regional Transportation Commission (RTC) commissioned a Task Force, convened by Fred Keeley and charged with recommending a ballot measure that might get voter approval.** After over two years of work, the Task Force recommended a \$600 million tax measure, but last February, the RTC declined to recommend placing a measure on the ballot, citing strong voter opposition and lack of funding sources for a campaign.

However, the RTC still gives top priority to Highway 1 widening, and is continuing to fund widening projects—a slice at a time.

* **Phase 1—the so-called “Merge Lanes” project—is now under construction, and Phase 2, which would widen the highway from Morrissey Boulevard to Soquel Avenue, has received funding.**

* **Widening Highway 1 will NOT relieve traffic congestion.** Studies and experience have shown that the building or widening of roads to relieve congestion merely increases the number of vehicles on the road and encourages commuters to drive alone to work. The result is that a widened road will quickly again become jammed with traffic. Highway 85, built in 1994 to relieve congestion, filled up in less than a year. When a widened Highway 1 fills up, *then what?*

* **Traffic congestion CAN be reduced through a variety of non-widening strategies. Most are much less costly and can be accomplished much more quickly than highway widening. The key is to provide a choice of transportation modes: Fund our bus system adequately,** including its much-needed facilities for maintenance, fueling and storage (MetroBase).

Encourage strategies to reduce demand.

Pay people to carpool or not to drive (parking cash-out), encourage flextime and telecommuting.

Install ramp metering on Highway 1.

Ramp metering is a proven method to maintain smoothly flowing traffic on the freeway.

Provide facilities for bicycling and walking. Both are essential, health-maintaining, stress-reducing, inexpensive and convenient travel modes. Moreover, each person on a bicycle means a reduction in the number of space-consuming vehicles on the road.

Complete the purchase and plan for the use of the rail corridor. The rail corridor

connects three of the four cities in our county, and could be used by bicyclists, pedestrians and self-propelled passenger units along with the existing freight service.

* **Furthermore, the RTC is continuing to fund the preparation of an EIR—now costing over \$11 million—for the complete widening of Highway 1 between Morrissey Boulevard and Larkin Valley Road.**

* **On the good side, progress is finally being made toward the purchase from Union Pacific of the 32-mile rail corridor—the Santa Cruz Branch Line—that extends from Watsonville Junction to Davenport. Funding is available. It is predicted that the purchase will be finalized by October of this year, with the RTC recently approving (unanimously!) the expenditure of nearly \$700,000 for structural and environmental assessments and appraisal work.**

* **There also appears to be significant support for the design and construction of a Rail Trail adjacent to the tracks. However, progress on this front will have to await the acquisition of the rail corridor by the RTC.** Nationally, over 90 rails-with-trails now operate with great success. An excellent description of 61 of these trails (“Design, Management and Operating Characteristics of 61 Trails Along Active Railroads”) is available from the Rails to Trails Conservancy: <http://www.railtrails.org/>. Fortunately our Congressman Sam Farr is a strong supporter of the Rail Trail and has helped to fund its planning.

* **Although there are currently no plans to use the rail line for passenger service (3 to 4 freight trains per week now serve the Davenport cement plant), a few of us are researching that issue, and are planning a forum for September to address the possibilities for passenger service.** Contact us if you are interested.