

Measure BB



Meeting the Transportation Needs of Today and Tomorrow

The 2014 Transportation Expenditure Plan (Plan) and ballot Measure BB will go before voters in November 2014 to meet the increasing transportation demands of Alameda County — one of the fastest growing populations in the state. Measure BB will provide essential funding for transportation programs and projects throughout Alameda County to keep public transit affordable for seniors, students and people with disabilities, improve air quality and expand and upgrade BART and bus services. It will protect and enhance our transportation system today and well into the future.

More transportation choices for everyone



- **Better BART and commuter rail:** Measure BB will expand BART and commuter rail for reliable, safe and fast services within Alameda County. Approximately 48 percent of net revenue from Measure BB will fund transit expansions/improvements.



- **Better buses:** Measure BB will expand bus services by providing funding to bus operators that serve the entire county, including transit-dependent communities. It will also double the funding for paratransit services for seniors and people with disabilities.

High-tech improvements to increase roadway efficiency



- **Traffic relief:** Instead of building out highways, the 2014 Plan improves highway efficiency and eliminates bottlenecks by reconstructing interchanges, the use of innovative technology, express lanes, carpool incentives and better access to public transit, biking and walking.



- **Local community benefits:** The 2014 Plan installs safe bike lanes and pedestrian pathways. Community investments such as the East Bay Greenway improve transit connections to jobs and schools. The 2014 Plan supports walking and biking and helps eliminate gaps in trails.

A SOUND INVESTMENT

\$8B 2014 Plan

\$20B in economic activity

150,000 new jobs

State and federal transportation funding has declined significantly. Alameda County must rely on its own local funding sources to meet our transportation needs.

- **Big return on investment:** The Bay Area Council Economic Institute reports that the \$8 billion 2014 Plan will yield more than \$20 billion in total economic activity in the Bay Area and 150,000 new jobs.
- **Supports small and local businesses:** Alameda has contracted more than \$837 million to Alameda County firms from the current Measure B. The 2014 Plan will continue to support small and local businesses.
- **Affordable, efficient transportation:** The 2014 Plan supports safe, affordable public transit and paratransit services that youth, seniors, people with disabilities and low-income communities rely on most.

PROGRESSIVE POLICIES

Measure BB will shape progressive policies for the future that will positively impact transportation:

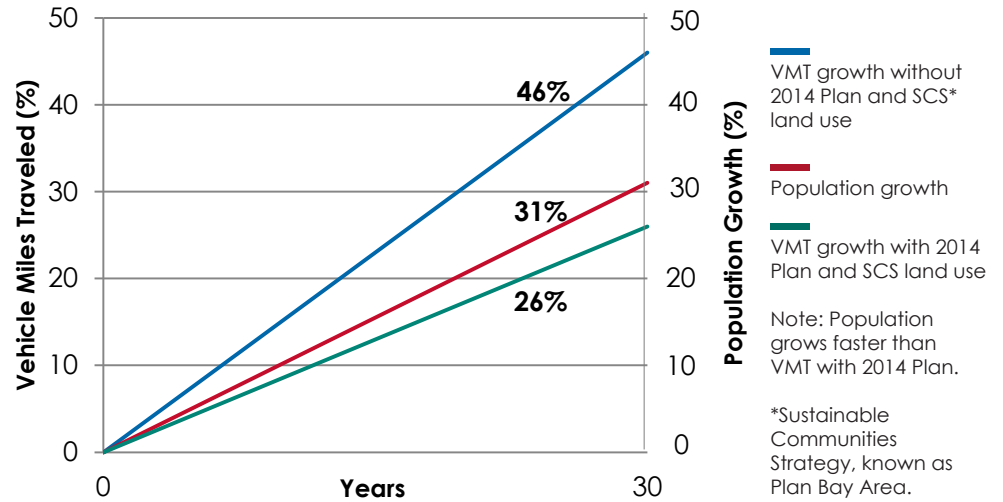
- **Strict delivery requirements:** Local jurisdictions that receive Measure BB revenues must adhere to performance measures, strict project deadlines and timely use of funds requirements.
- **Performance measures:** Contracts and compliance reporting will include performance measures to ensure funds are spent as promised to voters.
- **Innovation:** The 2014 Plan includes funding for innovative projects that reduce congestion, air pollution and greenhouse gas production.

ALAMEDA CTC IS TRANSPARENT AND ACCOUNTABLE

The 30-year Plan includes strict accountability measures to ensure all \$8 billion for County transportation improvements are spent on approved projects. The 2014 Plan requires:

- ✓ **Open and transparent public processes** to allocate funds.
- ✓ **Annual independent audits.**
- ✓ **An independent watchdog committee** made up of people who live in Alameda County.
- ✓ **Annual compliance reports** distributed to the public that detail costs and how specific performance measures are met.

2014 Plan Reduces Vehicle Miles Traveled (VMT)



Sustainable solutions/driving alternatives that support clean air

Cleaner air: Measure BB decreases greenhouse gas emissions by 24 percent by providing more transit choices and making our roads more efficient.

Fewer vehicle miles traveled (VMT): Without the 2014 Plan, VMT would increase by 46 percent; Measure BB in concert with local land use development will reduce projected VMT growth to 26 percent, reducing the VMT growth below the projected population growth rate.

Widespread support for Measure BB and the 2014 Plan

Targeted investments will maintain existing infrastructure, facilitate goods movement, improve safety, remove bottlenecks on major commute corridors, enhance and expand BART, commuter rail, bus and ferry transit systems; keep fares affordable for seniors, youth and people with disabilities; and make it safer and easier to bike and walk throughout Alameda County.

Measure BB and the 2014 Plan have received widespread support throughout Alameda County:

- Unanimous support from the Alameda County Board of Supervisors
- All 14 of the city councils in Alameda County
- Alameda County Taxpayers’ Association
- Bay Area Council
- California Alliance for Jobs
- California League of Conservation Voters
- League of Women Voters
- Sierra Club
- United Seniors of Oakland and Alameda County
- Many other businesses, chambers of commerce and community organizations

Consider the future of transportation. In November 2014, **Measure BB** will be on the ballot. The choice is yours. Visit www.AlamedaCTC.org/2014Plan.