



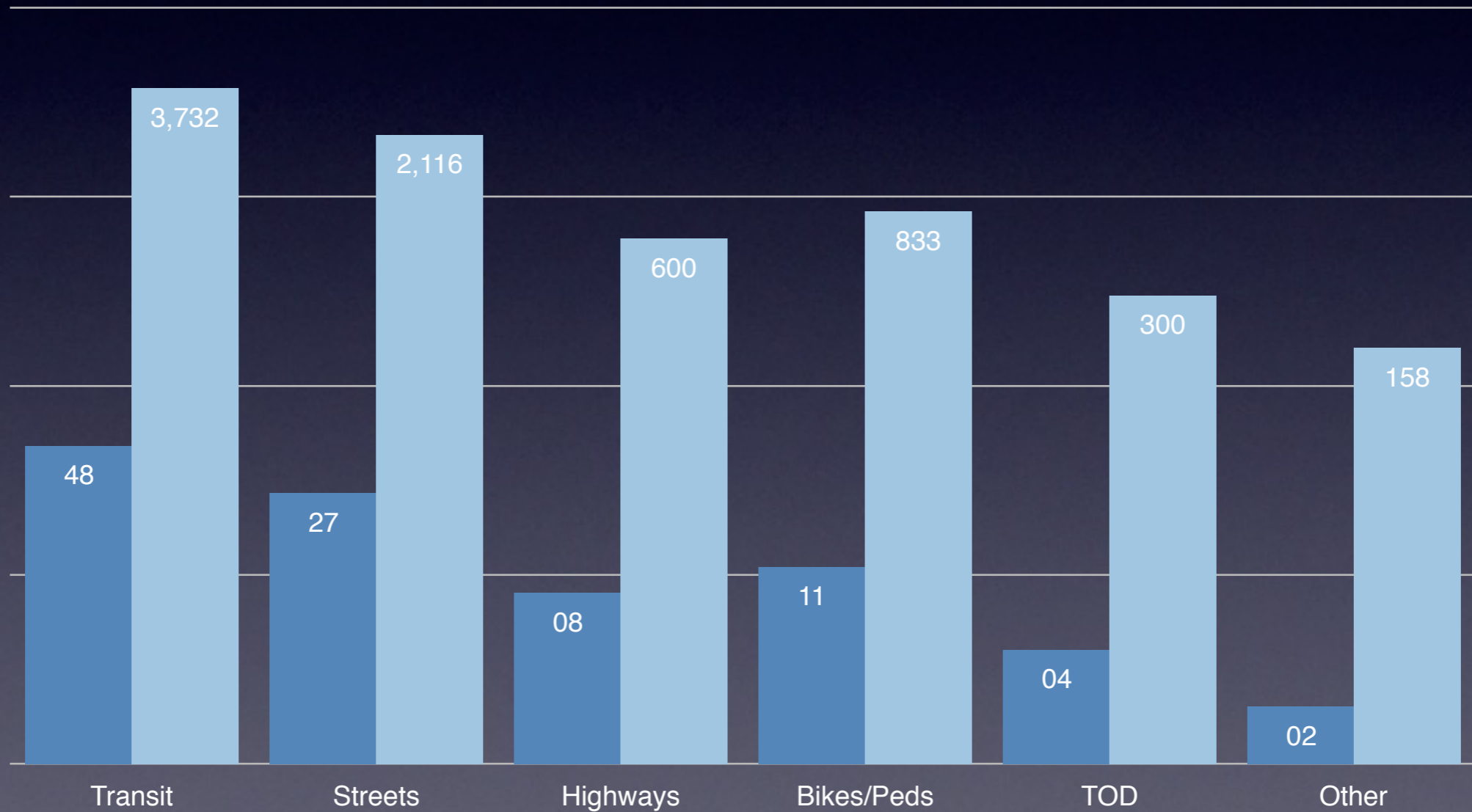
# Yes on B1

Local funding in Alameda County, CA provides an opportunity of a lifetime to build hundreds of miles of new bikeways



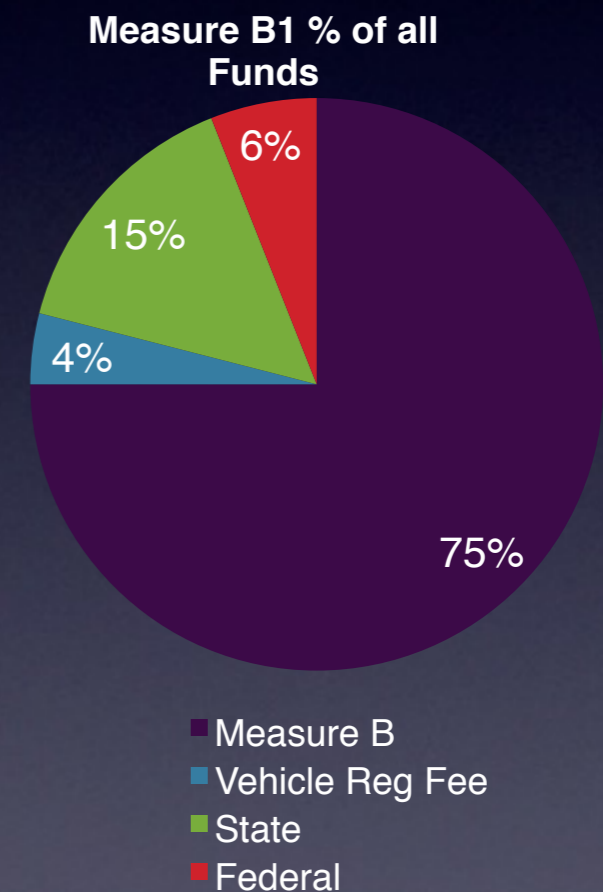
# What types of projects does Measure B1 fund?

B1 Transportation Expenditure Plan



# Why local funding matters?

- Federal Gov't just gutted bike/ped funding
- CA and region provide small amounts of bike/ped funding (TDA, Air District, HSIP, BTA)
- If B1 passes, it will represent 75% of all transportation \$\$
- Voter-approved plans cannot be changed



# Yes on BI

## partnering with many groups

- BI prioritizes transit-oriented development (Transform)
- BI restores cuts made in bus service (AC Transit)
- BI doubles funding for fixing potholes (Oakland)
- BI provides bus pass for low-income students (Genesis)
- BI relieves congestion at key bottlenecks (suburban cities such as Union City, Pleasanton)
- BI creates good jobs, union jobs (building trades, ATU)

# 2014 Campaign

- Gubernatorial election
- Undervote is the challenge
- Competing measures

# Why Multimodal Matters

- In California, every vote counts
- More groups involved, more votes
- Our 'B Together Coalition' is helping develop campaign materials, helping fundraise, prioritizing where money is spent, and partnering on outreach