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# Why Measure RR?



**Rescue Caltrain**



**Relieve Traffic**



**Reduce Pollution**





# Saving Caltrain Means Relieving Traffic Congestion

- Caltrain is essential to the Bay Area's transportation network
- COVID-19 has drastically reduced riders and the financial impact is devastating Caltrain
- The pandemic won't last forever and traffic will return
- Imagine how much worse traffic will be without Caltrain





## Measure RR Fast Facts



1/8 cent sales tax in SF, SCC, SMC to relieve traffic, reduce pollution and save Caltrain



Expected to raise approximately \$108 million annually



Essentials like groceries, rent and medicine are exempt



Measure RR ends after 30 years



Requires two-thirds majority approval to pass

### **Strict accountability measures included:**

- ✓ Citizens' oversight
- ✓ Independent audits
- ✓ All funds MUST stay local and dedicated to Caltrain





## Why We Need Measure RR

- Relieve traffic congestion
- Ease traffic on Highways 101, 280, 380, 85, 87, 92, El Camino Real and local Expressways
- Preserve Caltrain service for thousands of essential workers
- Reduce air and noise pollution with cleaner and quieter electric trains
- Make Caltrain more affordable and accessible
- Create local jobs
- Reduce travel times and provide better all-day, all-week service
- Make fares more equitable and increase diversity of ridership
- Improve Caltrain connections with BART, Muni, SamTrans and VTA
- Increase rider and pedestrian safety





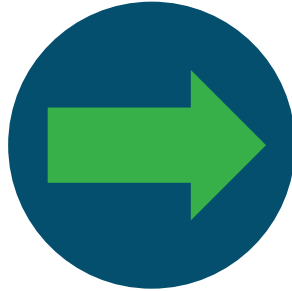
## Key Facts + Numbers

- Caltrain is the only rail system without its own source of operating funds
- Relies on 70% farebox recovery and contributions from member agencies like SF Muni and VTA
- Caltrain may have to shut down, at least temporarily, if Measure RR is not successful
- Measure RR is key to working towards Caltrain reaching its potential, tripling ridership **from 65,000 to 180,000 riders per day** with more frequent all-day service





# Caltrain Takes Cars Off Local Highways



Measure RR's improvements would put the equivalent of two lanes of traffic on Caltrain instead of our highways





# More Trains Mean Less Traffic

Increasing service from six to eight trains per hour, per direction enables more frequent service to more stations

## Daily Ridership

0 20,000 40,000 60,000 80,000 100,000 120,000

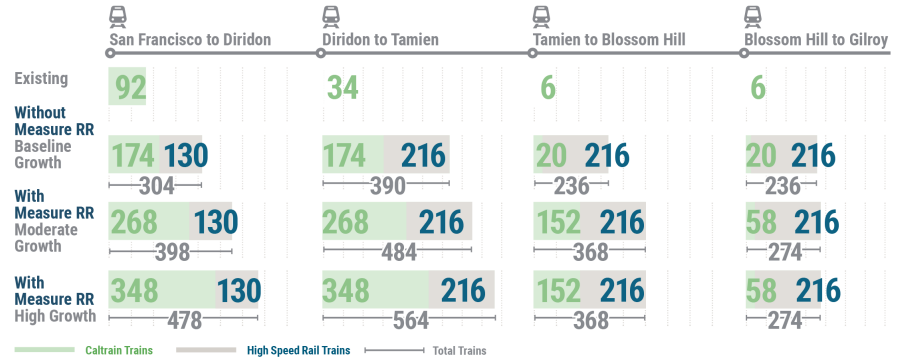
Existing

63,000

Electrified Expansion

110,000

## How Many Trains Per Day?



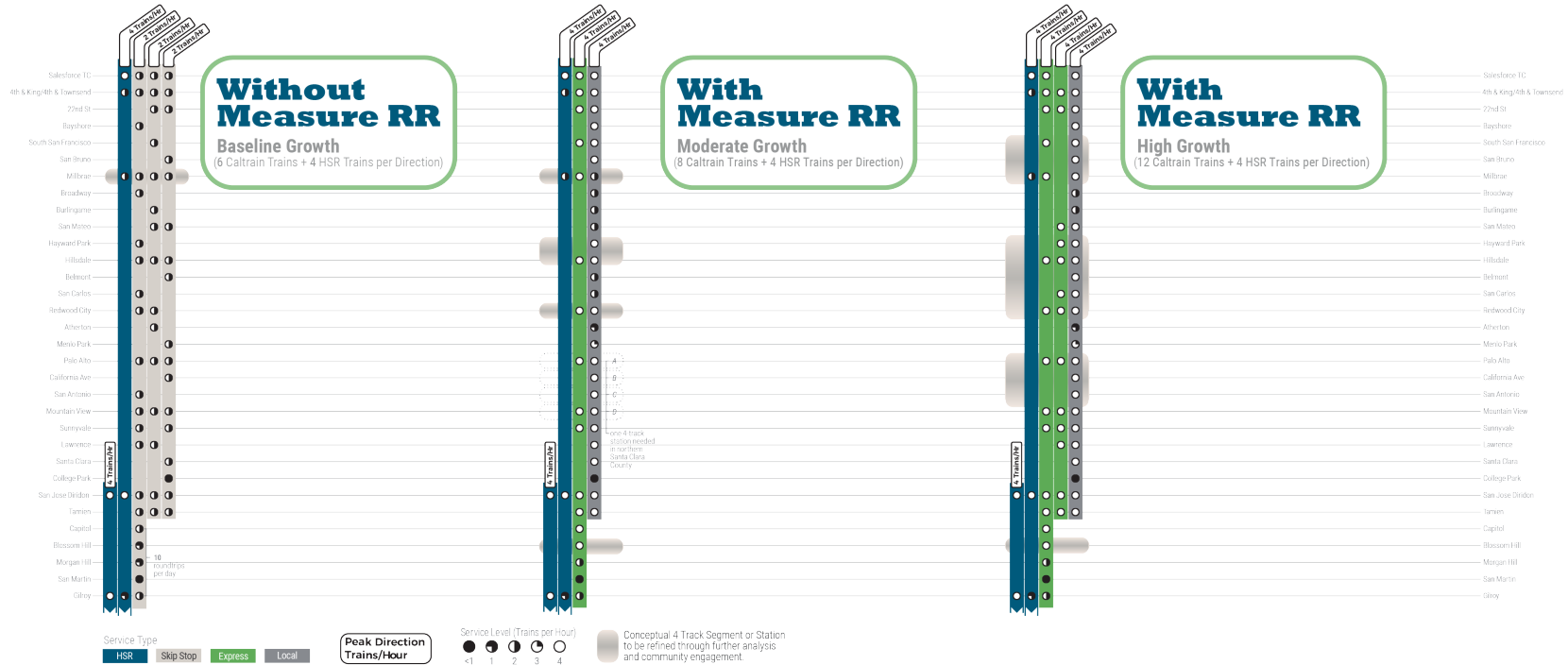
Note: Graphic includes only Caltrain and HSR service and does not account for ACE, Capitol Corridor, or Freight/Amtrak trains.







# Measure RR Growth Projections



**Notes:** These service patterns and infrastructure projects represent illustrative concepts carried forward for business planning purposes. Actual service patterns and infrastructure may vary depending on corridor-wide and jurisdiction-specific feedback and will be refined and confirmed based on Board direction and subsequent planning and analysis. Ridership projections are derived from analysis of potential service patterns and land use changes included in Plan Bay Area or subsequently approved by local jurisdictions.





## A More Equitable Caltrain

- The funds would help keep Caltrain's means based fares program in place (up to 50% discount)
- More frequent trains to support off peak travel supports off peak commutes, improving Caltrain's reliability and unlocking access to economic opportunity
- Allows for better coordinated connections with BART, Muni, SamTrans and VTA





# How We Got Here

Members of seven boards and commissions set aside their differences to get this to the ballot because of its importance



## Regional

- Caltrain Board of Directors

## San Francisco County

- SFMTA Board of Directors
- Board of Supervisors

## San Mateo County

- SamTrans Board of Directors
- Board of Supervisors

## Santa Clara County

- VTA Board of Directors
- Board of Supervisors





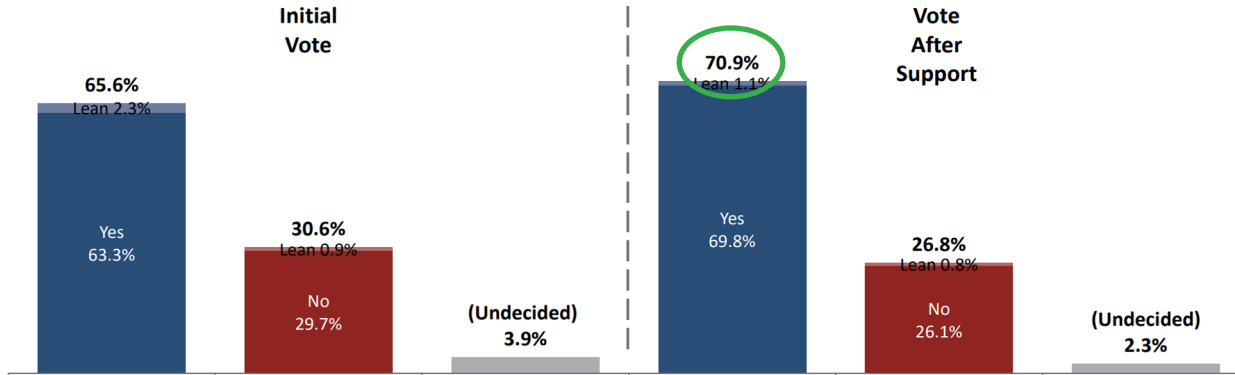
# We Can Win with Your Support



## Vote After Information

After the individual components and a short proponent argument, net support shifts +9 points, with the yes vote moving above the two thirds threshold.

Supporters of this measure say that Caltrain will always be an essential part of the Bay Area's transportation network. Traffic will come back after the pandemic, and Caltrain riders help to keep millions of cars off our roads every year. This measure will keep Caltrain running and make it easier to ride, with faster and more frequent trains, and better connections to BART, local buses, and light rail. It will also help our whole community with cleaner-running, quieter trains and good paying jobs.



Q25. If the election were held today, would you vote yes to approve or no to reject this measure?





# Measure RR Ballot Argument Signers

## San Mateo County

**Rosanne Foust**, President & CEO,  
San Mateo County Economic  
Development Association (SAMCEDA)

**Dave Pine**, San Mateo County Board of  
Supervisors

**Adina Levin**, President, Friends of  
Caltrain

**Karyl Matsumoto**, Chair, SamTrans Board  
of Directors

**Julie Lind Rupp**, Executive Officer, San  
Mateo County Central Labor Council

## Santa Clara County

**Sam Liccardo**, Mayor, City of San Jose

**Cindy Chavez**, Caltrain Board of  
Directors and Santa Clara County  
Board of Supervisors

**Yoriko Kishimoto**, Friends of Caltrain  
and Former Mayor, City of Palo Alto

**Ahmad Thomas**, CEO, Silicon Valley  
Leadership Group

**Shiloh Ballard**, Chair, Santa Clara  
County League of Conservation Voters

## San Francisco City/County

**Dianne Feinstein**, United States Senator

**London Breed**, Mayor, City and County  
of San Francisco

**Shamann Walton**, Caltrain Board of  
Directors and San Francisco Board of  
Supervisors

**Janice Li**, BART Board of Directors

**Dominique Monie**, Co-Chair, San  
Francisco Transit Riders





# Measure RR Rebuttal Signers

## San Mateo County

**Dianne Feinstein**, United States Senator

**Anna G. Eshoo**, United States  
Congresswoman

**Amy Buckmaster**, President & CEO,  
Redwood City/San Mateo County  
Chamber of Commerce

**Christine Kohl-Zaugg**, Executive  
Director, Sustainable San Mateo  
County

**Andrew Hamer**, Redwood City  
Firefighter

## Santa Clara County

**Dianne Feinstein**, United States Senator

**Anna G. Eshoo**, United States  
Congresswoman

**Rich Constantine**, Mayor, City of  
Morgan Hill and Retired San Jose  
Firefighter

**Margaret Abe-Koga**, Mayor, City of  
Mountain View and Bay Area Air  
Quality Management District

**Ben Field**, Former Executive Officer,  
South Bay Labor Council

## San Francisco City/County

**David Chiu**, California State  
Assemblymember

**Aaron Peskin**, San Francisco Supervisor  
**Sarah Cardona**, Climate Policy Director,  
Greenbelt Alliance

**Dominique Monie**, Co-Chair, San  
Francisco Transit Riders

**Fran Weld**, Senior Vice President, San  
Francisco Giants





# Measure RR Endorsements

**Jim Beall**, CA State Senator, SD-15

**Scott Wiener**, CA State Senator, SD-11

**Kevin Mullin**, CA State Assemblymember,  
AD-22

**Phil Ting**, CA State Assemblymember,  
AD-19

**Matt Haney**, San Francisco Board of  
Supervisors

**Aaron Peskin**, San Francisco Board  
of Supervisors

**Warren Slocum**, President, San Mateo County  
Board of Supervisors

**Don Horsley**, San Mateo County Board of  
Supervisors

**Dave Cortese**, Santa Clara County Board  
of Supervisors

**Susan Ellenberg**, Santa Clara County Board  
of Supervisors

**Rod Diridon Sr.**, Former Santa Clara County  
Supervisor

**Ken Yeager**, Former Santa Clara County  
Supervisor

**Carl Guardino**, Co-Chair, Committee to  
Save Caltrain, Yes on RR

**Jason Baker**, Former Mayor, City of  
Campbell and Co-Chair, Committee to  
Save Caltrain, Yes on RR

**Marcia Jensen**, Mayor, Town of Los Gatos

**Adrian Fine**, Mayor, City of Palo Alto

**Larry Klein**, Mayor, City of Sunnyvale

**Terry O'Connell**, Mayor, City of Brisbane

**Emily Beach**, Mayor, City of Burlingame

**Jeff Aalfs**, Mayor, Town of Portola Valley

**Ron Collins**, Mayor, City of San Carlos

**Joe Goethals**, Mayor, City of San Mateo

**Cupertino for All**

**Friends of Caltrain**

**Greenbelt Alliance**

**Harvey Milk Democratic Club**

**Palo Alto Forward**

**Redwood City/San Mateo County Chamber of  
Commerce**

**San Mateo County Economic  
Development Association (SAMCEDA)**

**San Francisco Democratic Party**

**San Francisco Giants**

**San Francisco Transit Riders**

**San Mateo County Central Labor Council**

**Santa Clara & San Benito Counties Building  
& Construction Trades Council**

**Santa Clara County League of Conservation  
Voters**

**Silicon Valley Leadership Group**

**Silicon Valley Young Democrats**

**South Bay Labor Council**

**South Bay YIMBY**

**Sustainable San Mateo County  
Transform**

**UA Local 393**

*\*Partial list. Titles are for identification purposes only.*





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