

VOTE NO on A

Save Carlsbad “We are NOT LA!”

Measure A Traffic Facts

Measure A supporters claim “traffic will improve” with the mall.

The Truth:

Measure A will bring nearly **13 million annual visitors** and **more than 35,000 new vehicle trips per day**. Adding a few stoplights will **not** improve traffic. True freeway improvements are years away. **Past Caruso Affiliated projects have promised “traffic mitigation,”** but the reality is that those communities live with the same traffic gridlock we can expect here.

- Most of the 13 million annual visitors and more than 35,000 vehicle trips per day will use I-5.
- **All 5 freeway segments** from La Costa Avenue to Carlsbad Village Drive are **WORSE** with the mall development even under Caruso’s own traffic study **AFTER** all the CalTrans improvements are made! (*Appendix N, Traffic Impact Analysis, p 56*)
- There is no real schedule for actual freeway widening through Carlsbad because the \$ 3.1 B project only has about 15% of its funding in place.
- The I-5 Cannon ramp will **NOT** be improved until 2035. (*CalTrans letter to City of Carlsbad, July 24, 2015*)
- Most of the new “smart” adaptive signal technology stoplights touted by the developer will be installed with or **WITHOUT** the mall as part of the City’s traffic plan, paid for by the taxpayers.

We are a city of 110,000. Adding a few stoplights and restriping a few intersections is **NOT** going to handle 35,000 new vehicle trips per day – one third of our entire population. **Traffic will simply be a nightmare.** How much of your life do you want to spend sitting in traffic?
Measure A = Gridlock!

Please help #SaveCarlsbad! Vote **No on Measure **A!** We are not LA!**