



October 4, 2022

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FOR IMMEDIATE RELEASE

**Boulder County Transportation Stakeholders Unite to Create
Ballot Issue 1C Campaign Committee**

*Partners Launch “Keeping Boulder County Moving” Campaign to Continue
Countywide Transportation Funding*

Vote YES on November’s Ballot Initiative “1C”

Louisville, Colo. – County Ballot Measure 1C on the November 8, 2022 ballot will ask Boulder County voters to extend, without increase, the current 0.1 percent countywide transportation sales tax. A growing community of nonprofit, civic and business organizations is leading a new campaign to encourage Boulder County residents to vote a resounding “YES” to continue funding the future of Boulder County’s transportation network.

The “**Keeping Boulder County Moving**” campaign—which is being led by a growing coalition of civic, business and community partners—is advocating approval of the ballot initiative (commonly known as “1C”) that would extend the current 0.1 percent countywide transportation sales tax that has funded multimodal transportation improvements, programs and services for over 20 years.

Keeping Boulder County Moving members include **Boulder County Commissioner Claire Levy, former Boulder County Transportation Director George Gerstle, Commuting Solutions, Cyclists 4 Community, Boulder Chamber of Commerce, Boulder Transportation Connections, Sister Carmen Community Center, Center for People with Disabilities, Emergency Family Assistance Association (EFAA), OUR Center and Via Mobility Services.**



“Boulder County is committed to being a leader to protect the environment, the impacts of climate change and to improve equitable access to opportunities for mobility for all residents,” said Boulder County Commissioner Claire Levy. “Passing Issue 1C is essential to sustain our existing work to advance multimodal transportation. Without it, we will fall behind in achieving these critical community values.”

“Transportation in Boulder County is something we need to invest in to meet our existing and growing mobility needs, whether connecting our communities within the county or providing the critical mobility services and programs for everyone in our community,” said committee co-Chairperson, Audrey DeBarros, Executive Director of Commuting Solutions. “We need to continue current funding to have a safe, sustainable, equitable and affordable transportation network that connects communities throughout the county and to the region.”

This existing sales tax equates to just 1 cent on a \$10 purchase and has paid for almost all the multimodal improvements implemented by the county in the last two decades, giving people more travel choices. This sales tax allows the county to provide the necessary match to receive millions in state and federal transportation funds. It sunsets in mid-2024.

The campaign committee will host two educational webinars about Boulder County’s transportation network, the benefits of extending the sales tax and how the funding will be invested. These will take place Thursday, October 20, 8:00 to 9:00 a.m., and Tuesday, October 25, 5:30 to 6:30 p.m.

To learn more about the proposed sales tax extensions, to register for the webinars or to donate to the campaign, visit the Keeping Boulder County Moving website: <https://yeson1c.com/>

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About the Keep Boulder County Moving Campaign:

The Keep Boulder County Moving is a campaign led by a committee representing a growing list of business, civic and nonprofit partners committed to generating public support for Boulder County’s transportation network and the 2022 Boulder County Ballot Issue 1C (Transportation Sales and Use Tax Extension and Revenue Change). Education resources and information about the ballot measure can be found at <https://yeson1c.com/>.