

Concerned citizens from Seven Cities will March on the 4th of July.  
Our grassroots movement rejects Metro's SR 710 Toll Tunnel  
Vision with A Forward Looking Proposal of our own:

★ **BEYOND THE 710** ★

Citizens of South Pasadena have declared "7-4 Day" as a day of liberty to displace Metro's Toll Tunnel obsession with a plan to serve communities threatened with a freeway for half of South Pasadena's 125 year existence as an incorporated city. **This citizen-led freeway declaration is backed by hundreds of citizens from Alhambra, Altadena, Glendale, La Canada, Los Angeles, San Marino and Sierra Madre who will march in support of residents of the most affected areas in Pasadena, South Pasadena and El Sereno as an entry in South Pasadena's Festival of Balloons 4th of July Parade, Saturday, July 4th.**

**Background:** Since 1947, The Metropolitan Transportation Authority (Metro), Caltrans and its predecessors have proposed, studied and advocated for the building of a freeway through the heart of South Pasadena's historic community. The proposed freeway route would extend the 710 Freeway from the 10 Freeway in the Los Angeles community of El Sereno to the 210 Freeway in Pasadena. A draft Environmental Impact Report (DEIR) for a 710 alternative is currently open for public comment through August 5. The latest freeway proposal favored by Metro authorities is to bore one to two 4.6 mile tunnels underneath South Pasadena and make it a tollway, threatening to divert and induce significant volumes of traffic onto residential streets. Impacted with increased traffic will be the City of Alhambra who's leaders are ironically for the toll tunnels even though it will mean more gridlock for their community. A recent Cost Benefit Analysis claims each mile of tunnel will cost \$500M, even though Metro's own estimates for a similar project through the Sepulveda Pass expects each mile to cost \$1B, suggesting this latest toll tunnel proposal could top \$9B, far more than experts agree is feasible. Thinking beyond the 710 Freeway, citizens believe that there is a better alternative to Metro's Toll Tunnels. Land currently occupied by the north and south freeway stubs and the land in between could be developed sustainably, and provide local transit connections, more housing and recreation, and provide better access to Cal State Los Angeles.

**Beyond the 710** was formed to connect communities, increasing everyone's quality of life, and putting scarce transportation dollars to their best use. This ever-growing grassroots movement is comprised of the Cities of **Glendale, La Cañada Flintridge, Pasadena, Sierra Madre, South Pasadena, plus the Natural Resources Defense Council, the National Trust for Historic Preservation and No 710 Action Committee. More technical information is available at [www.no710.com](#) and the alternative proposal is articulated at :**

No 710 Action Committee,  
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**FOR IMMEDIATE RELEASE**

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