...to imagine a transportation vision
Before 2007 many wondered

Was collaboration and coalition building even possible in Los Angeles County?
Creating the Measure R coalition sent a new message

This is how it all began...a conversation
And we won!

**Measure R** was approved by **67.9%** of LA County voters.
Formula for Success:
A Diverse Coalition with Legs –
Business, Labor, Environmental
Community and Faith-based orgs
Measure R = $\frac{1}{2}$ cent sales tax increase
$36 \text{ B over 30 years}$

- About 70% of measure will go to Transit Capital and Operations $$$
- Key Program: 12 new transit corridors
- Average Resident pays 8 cents per day
12 Measure R Transit Projects

1. Orange Line busway to Chatsworth
2. Expo Line to Santa Monica
3. Foothill Gold Line to Azusa
4. Crenshaw / LAX Corridor
5. Regional Connector
6. Westside Subway to Westwood/VA
7. Airport Metro Connector
8. East S.F. Valley Transit Corridor
9. West Santa Ana Branch
10. Gold Line Eastside LRT (Phase 2)
11. South Bay Green Line Extension
12. S.F. Valley I-405/Sepulveda Pass
Rail Transit system after Measure R
The Big Victory for Measure R is
Why We Say...
We also did Measure J in 2012

A near win with **66.1% Yes** vote

**Big Lesson:** We can win!

- There is a 2/3 voter base in LA County.
- We need to spread benefits to all parts of the county better.
- We need the right program, the right timing, the right coalition, the right campaign.
That means...  
2016 could be a Big Opportunity

<table>
<thead>
<tr>
<th>November, 2016, will be a <strong>high turnout election year</strong></th>
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<tr>
<td><strong>The economy will be better than 2008</strong></td>
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<td>Metro will have <strong>completed 3 projects</strong>: the Exposition Line, the Foothill Gold Line, the Orange Line Extension</td>
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<td>Metro will have also <strong>begun construction on 3 others</strong>: the Crenshaw Line, the Regional Connector, the Wilshire Subway</td>
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<td>Voters and media now <strong>open to measures longer than 30 years</strong></td>
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<td><strong>Improving demographics</strong>: More voters with history of support</td>
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New Opportunities to mobilize for victory

Election Day voter registration
Task 1: Expanding the Coalition

- Faith Community
- Social Justice Community
- Public Health Community
- Disabled Communities
- Bike & Pedestrian Advocates
- Utilities and other businesses
- Countywide Councils of Government
Task 2: Creating a Program
Metro starting new Long Range Transportation Plan...may yield Measure R2

Maybe a $\frac{1}{2}$ cent sales tax for 45 years that could be $90$ billion?
Possible: Rail Transit 30%

If new measure were $90 billion and 30% or $27 B was for rail transit, we might be able to...

- Complete all & extend some Measure R rail projects.
- Start new rail lines throughout the county.
- Set aside maybe 3% for first -mile / last-mile infrastructure to improve access.
- Retrofit current lines to improve access and safety.
- Create small business & community mitigation program.
Possible: Support Transit Operations 20%

• Keep transit fares low while increasing service

• Support specialized transit passes:
  ➢ Community College, CSUs and other students
  ➢ Seniors and disabled residents
  ➢ Residents of affordable housing near transit

Must adjust entire expenditure plan and this category upward if Measure R is not extended by 2039
Possible: Bicycle & Pedestrian

Embed bicycle/pedestrian in:

- Grand Boulevards program
- Rail Transit program: First mile/last mile investments near new stations
- Local Return funding to cities
- Create a matching fund for local Safe Routes to School program
Metrolink & Clean Goods Movement

Possible: 5% each

- Disentangle freight from Metrolink
- Build grade separations and double tracking
- Facilitate entry of zero/near zero emissions technologies & fueling/charging systems
- Facilitate county portion of High Speed Rail
Grand Boulevards - 5%

- Congestion Relief
- Beautification & landscaping
- Complete Streets (transit + bike + pedestrian)
- Enhanced Bus Service, e.g., Metro Rapid, & better safer bus stops with real time info
- Transition to Bus Rapid Transit (BRT)
- New mixed-use developments with mixed-income residents along boulevards to build transit user base
Possible: Build a **network** of Grand Blvds?