



# LA Metro's 2016 Ballot Measure Expenditure Program

*Campaign to Move LA*

IN SUPPORT OF LA METRO'S TRANSPORTATION BALLOT MEASURE

# Metro 2016 Ballot Measure Basics

- New ½ cent tax  
**\$800 M/year**  
growing with  
No Sunset  
**plus**
- Extend Measure R  
with No Sunset
- **First 40 years = \$120 billion...more beyond..**



# Expenditure Plan Categories

## Transit Capital – 37%

### 35% - Transit Construction

(includes 2% for System Connectivity & First mile/Last Mile)

### 2% - Metro State of Good Repair

## Transit Operations – 28%

### 20% - Bus Operations (Metro and Muni Operators)

### 5% - Metro Rail Operations

### 1% - Metrolink Operations (rises to 2% in 2040)

### 2% - Senior/Disabled/Student (Paratransit + Metro Discounts)



# The Future LA County Rail Transit System If Measure M passes





# Expenditure Plan Categories



**Highway Construction –  
17%**

**Includes 2% for System  
Connectivity** (for Ports, Goods  
Movement & Bottleneck relief projects)

➤ Implement Express lanes, HOV lane /  
interchanges

➤ Construction of Truck-only lanes on  
I-5 North and I-710 South



# Expenditure Plan Categories

**Local Return – 17%** (in 2040 rises to 20%)

- **Adds \$136 M+ each year to local transportation funding for:**
  - Local streets & arterials
  - Local transit, local paratransit
  - Local pedestrian, bike, and first-last-mile
- **Together with Local Return in three prior sales tax measures means**
  - **\$600 M+** will be invested in local transportation each year in LA County

# Active Transportation: > 6%

Perhaps as much as **9%** according to **LACBC** and **Investing in Place**



## 2% Metro Active Transportation

Metro Pedestrian, Bike & Complete Streets, River corridors

## Additional \$\$ in other categories

- **Highway Program:** Complete streets, shared-use mobility, mobility hubs.
- **System Connectivity:** First mile-last mile, transit bikeways.
- **Local Return:** More \$\$ if used for ped-bike as well.





# Enhanced accountability and oversight



**Independent Taxpayer Oversight Committee will provide an enhanced level of accountability for expenditures.**

- Members with backgrounds in finance, construction, design, transit operations, labor practices and government auditing
- Committee will meet quarterly
- Yearly audit review and detailed five year administrative review



# Transit Access for Special Populations

**2% for paratransit and discounted services**



## Senior and Disabled Community

- Several board members said 2% a floor, not a ceiling for paratransit services



## Student Transit Passes

- Metro seeking to create universal student transit pass

# Other New Metro Policies



## Goods Movement & Clean Freight

- Clean truck corridor on I-710 South
- Metro Goods Movement Division

## Zero-Emission Bus Policies

## Broad Environmental Policies

- Urban runoff and cool streets



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# Measure M Opportunity

**1. Measure M will create tens of thousands of new jobs:**

**Design, Engineering & Construction**

**Local Hiring & Construction Careers Policy**

**Possible: Local Manufacturing of Vehicles, Parts**

**2. Measure M will reduce congestion and enhance mobility**

**3. Measure M clean our air and reduce GHGs**

# Why We Can Win

- **Polling Very Good: > 70%**
- **We will raise more money earlier**
- **Coalition growing, support more broad based**
  - **Environmentalists, Bike enthusiasts**
  - **Seniors & Disabled communities**
  - **Students much more active; higher turnout likely**
  - **Faith community**
- **Subregions lukewarm for Measures R & J now very positive, eg., San Gabriel Valley, San Fernando Valley**



# Campaign for Measure M

## Major Media: \$6 - \$8 M TV and Radio buy

- **Emphasize what people want that plan can deliver:**
  - Traffic relief, mobility alternatives
  - Improved economy, greater opportunity
  - Improved environment

But this time we will also have

## The Margin of Victory Campaign

- **Constituency outreach:** direct contact, newsletters, etc.
- **Direct mail:** target subregions & demographic subgroups
- **Digital media:** support direct mail & target new