

LA Metro's 2016 Ballot Measure Expenditure Program



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%

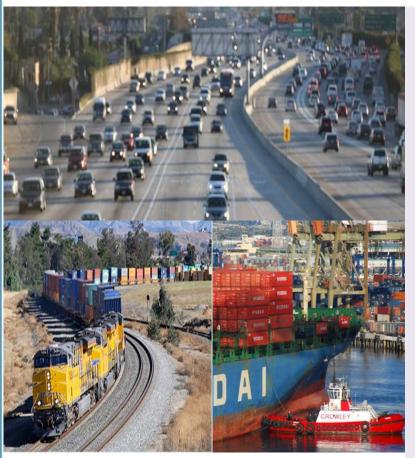
- 20% Bus Operations (Metro and Muni Operators)
 - 5% Metro Rail Operations
 - 1% Metrolink Operations (rises to 2% in 2040)
 - 2% Senior/Disabled/Student (Paratransit + Metro Discounts)



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



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

