



LA Metro's Measure M Journey

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APTA Marketing and Communications Workshop



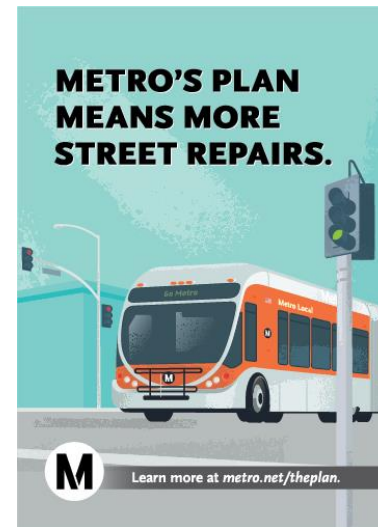
LA Metro Snapshot

- 430 million rides/year
- 105 miles of rail
- 2,000 buses on 170 routes
- 10 million people in LA County
- 2.3 million more people projected in the next 40 years
- LA residents spend an average of 104 hours a year stuck in traffic

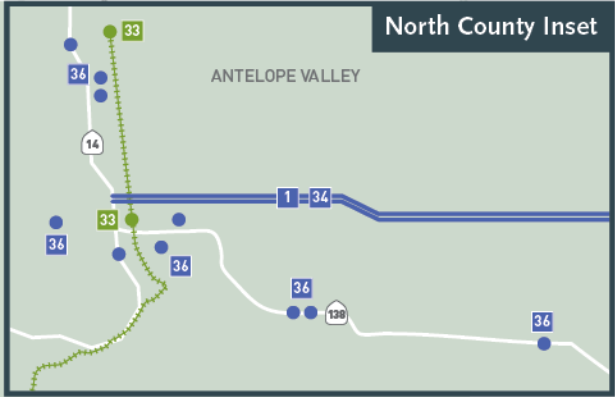


Measure M Ballot Measure

- New ½ cent sales tax – No sunset
- Increases to 1-cent in 2039 when Measure R expires
- \$120 billion over first 40 years
- Tax goes into effect July 2017
- **71.15%** approval by LA County voters



The Los Angeles County Traffic Improvement Plan



- Transit Projects Completed
- Transit Projects Under Construction
- Transit Projects Proposed
- Highway/Street Projects Under Construction
- Highway/Street Projects Proposed



Map numbers are for reference only. Final project scope will be determined in the environmental process.

Elements of the Measure

- New rail and bus rapid transit projects
- New highway projects
- Enhanced bus and rail service
- Local street, signal, bike/pedestrian improvements
- Programs for seniors, disabled and students
- Maintenance/replacement of aging system
- Bike and pedestrian connections to transit facilities



Metro

How We Did It

- Bottoms up process with regional partners
- Openness, transparency and collaboration
- Strong, diverse, committed coalition of support
- Metro Board and staff willing to be bold



Public Input on Draft Plan – March-May

- **11** public meetings across the county
 - Live electronic polling
- **1** virtual online public meeting
- **14** Telephone Town Halls
- **84 meetings** attended by Metro staff
- **1,600** comments received
 - Voice mail comments
 - Written comments received through U.S. mail, e-mail, comment cards and flip charts at public meetings, website and social media



Educating the Public – July-November

- Social media was HUGE!
 - Generated 18.5 million impressions
- Videos featuring four personal stories of transit riders garnered over 1.3 million views

Metro Los Angeles ✓
Written by Bunrort Em [?] · October 31, 2016 · 🌐

Measure M is projected to return \$1,235,200 annually to Whittier for street improvements and pothole repair.



Fact Sheet: Gateway Cities Projects and Programs

As part of the Nov. 8 ballot, Los Angeles County voters will be considering Measure M, a half-cent sales tax increase and extension of the Measure R half-cent tax beyond 2039 to pay for transit, hi...

THESOURCE.METRO.NET [Learn More](#)

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Written by Bunrort Em [?] · September 19, 2016 · 🌐

roy is a senior citizen and veteran. He wants more options to get around Los Angeles. This is his story.



Roy O'Conner
Retired Veteran

40,009 people reached

!11K Views

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Written by Bunrort Em [?] · March 21, 2016 · 🌐

Artesia to Downtown rail project highlights the plan.



Metro Details Bold Plan

A long list of transit projects, road improvements and commuting options could be built over the next five decades under a \$120-plus billion spending plan Metro released Friday for a potential Nove...

WP.ME [Learn More](#)

Educating the Public – July-November

- Fold-out information guide
- General and area fact sheets

MEASURE M METRO HIGHWAY PROJECTS

MEASURE M METRO TRANSIT PROJECTS

MEASURE M THE LOS ANGELES COUNTY TRAFFIC IMPROVEMENT PLAN
Information Guide

OTHER PROJECTS (Not shown on map)

OTHER PROGRAMS (Funding over all years)



Educating the Public – July-November

- 425 community presentations and events
- 50 press and special events
- Transit tailgates (USC and LA Rams games)
- Metro flash mob
- Handed out 31,000 packets of M&Ms (880 lbs.)



What Resonated

- Money back to all cities – “Local Return”
- Funding for senior, disabled and student programs
- State of Good Repair
- Active transportation
- Sustained funding for ongoing transportation needs
- Taxpayer Oversight Committee
- 5 cents on a \$10 purchase
- \$24 per person, per year based on average spending





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