

Re-Imagining LA County

With Shared Prosperity For All



MOVE LA

A PROJECT OF COMMUNITY PARTNERS

TRANSPORTATION CONVERSATION **7** 2015

LA2050 is excited to work with Move LA

along with their trusted partners and
advocates to make LA the best place
to connect.

#LA2050CONNECT

@LA2050
@GoldhirshFdn



MAKING LA THE BEST PLACE TO CONNECT
LA2050

LA2050.ORG

Agenda

SINCE LAST APRIL, when Move LA invited everyone to dream big with its “Straw Man” Measure R2, we have been talking to people across the county to get their responses and ideas. LA Metro is working on both an update to the Long Range Transportation Plan and a possible ballot measure in 2016.

Welcome 8:00am

Marlene Grossman

Chair, Move LA Leadership Board

Opening Remarks

Dr. Manuel Pastor

*USC Program for Environmental
& Regional Equity*

Hector De La Torre

California Air Resources Board Member

Keynote Address 10:30am

Mayor Eric Garcetti

City of Los Angeles

The View from the Communities: Lessons Learned 11:15am

Tunua Thrash-Ntuk

*West Angeles Community
Development Corporation*

**BREAK TO
PICK UP LUNCH
11AM**

Long Range Transportation Plan & Measure R2 Program Options 9:00am

Where Are We Now? Where Do We Want to Go?

Tamika Butler

LA County Bicycle Coalition

Malcolm Carson

Community Health Councils

Andre Colaiace

Access Services

Amanda Eaken

Natural Resources Defense Council

LaMont G. Jackson

*LA Community College District
Board of Trustees*

Richard Katz

City of LA Planning Commission

Mary Luévano

Global Green

Jerilyn Mendoza

Southern California Gas Company

Hilary Norton

FAST (Fixing Angelenos Stuck in Traffic)

Gloria Ohland

*Move LA Director
of Policy & Communications*

Joyce Perkins

LANI (LA Neighborhood Initiative)

Yasmin Tong

Yasmin Tong Consulting

Jerard Wright

Move LA Policy Analyst

Denny Zane

Move LA Executive Director

What are the New Opportunities and New Tools?

Cecilia Estolano

ELP Advisors

Raffi Hamparian

LA Metro Director of Federal Affairs

Madeline Janis

LA Alliance for a New Economy

Jonathan Parfrey

Climate Resolve

New Partners

11:30am

What Do Your Constituents Need to Be on Board?

Elsa Barboza

SCOPE

Mike Eng

*LA Community College District
Board of Trustees*

Fred Goldstein

LA County Museum of Art

Nolan Rollins

LA Urban League

Eric Stockel

One LA

Alan Toy

*Westside Center for
Independent Living*

Sub-Regional Councils of Governments 12:15pm

What Does Your Sub-Region Need to Be on Board?

Kevin McKeown

Mayor of Santa Monica (Westside Cities COG)

Jacquelyn Dupont-Walker

Metro Board member (South LA)

James F. Goodhart

*Palos Verdes Estates City Council
(South Bay COG)*

John Fasana

Duarte City Council (San Gabriel Valley COG)

Jess Talamantes

*City of Burbank City Council
(San Fernando Valley COG)*

THE POLITICS

Parke Skelton

SG&A Campaigns

Denny Zane

Move LA Executive Director

Legacy Coalition Partners 1:15pm

What Do Your Constituents Need to Be on Board?

BUSINESS

Ruben Gonzalez

LA Area Chamber of Commerce

Coby King

*Valley Industry & Commerce
Association (VICA)*

Tracy Rafter

LA County Business Federation

ENVIRONMENTAL

Darrell Clarke

Sierra Club

Dr. Joseph Lyou

California Coalition for Clean Air

Jonathan Parfrey

Climate Resolve

LABOR

Chris Hannan

*LA-Orange County Building
& Construction Trades Council*

Rusty Hicks

LA County Federation of Labor

Move LA Honors 2:05pm

Measure R is generating an impressive portfolio of projects and programs valued at more than \$14 billion – more than that of any other U.S. transit agency. 41st Mayor Villaraigosa will present awards on behalf of Move LA to the following transportation heroes who worked with him to bring Measure R to success.

PRESENTER

Antonio Villaraigosa

41st Mayor of Los Angeles

HONOREES

Richard Katz

*Former Assemblymember
& Former LA Metro Board Member*

Arthur Leahy

Former CEO LA Metro & Metrolink CEO

Bonnie Lowenthal

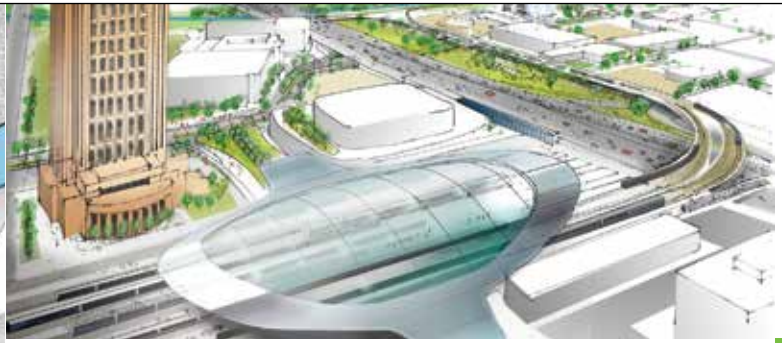
*Former Assemblymember
& Former LA Metro Board Member*

Pam O'Connor

*Santa Monica City Councilmember
& Former LA Metro Board Member*

Zev Yaroslavsky

*Former LA County Supervisor
& Former LA Metro Board Member*



Hello **Progress.**

The greatest accomplishments start with the smallest detail.

This is where great begins.



LA Metro Southern California Regional Interconnector
Project (SCRIP), Los Angeles, California
hdrinc.com



Keynote Speakers

Mayor Eric Garcetti *City of Los Angeles*



Mayor Garcetti is the 42nd Mayor of Los Angeles and a fourth generation Angeleno. His “back to basics” agenda is focused on job creation and solving everyday problems for L.A. residents. From 2001 until taking office as Mayor, he served as the Councilmember representing the 13th District which includes Hollywood, Echo Park, Silver Lake, and Atwater Village -- all of which were dramatically revitalized under Garcetti’s leadership. Mayor Garcetti was elected four times by his peers to serve as President of the Los Angeles City Council from 2006 to 2012. Mayor Garcetti was raised in the San Fernando Valley and earned his B.A. and M.A. from Columbia University. He studied as a Rhodes Scholar at Oxford and the London School of Economics and taught at Occidental College and USC.

Hector De La Torre *Member, California Air Resources Board*



Mr. De La Torre is currently the Executive Director of the national non-profit Transamerica Center for Health Studies. He served in the California State Assembly from 2004 to 2010, representing the 50th District in Southeast Los Angeles County. While in the Assembly, he chaired the Budget Subcommittee on Health and Human Services, served on the Rules Committee, and helped create the Accountability and Administrative Review Committee. Prior to his service in the Assembly, he served as Mayor as well as a member of the South Gate City Council, Judicial Administrator in the Los Angeles Superior Court, chief of staff to the Deputy Secretary of Labor in the Clinton Administration, and a teacher at Edison Junior High in South Los Angeles. Mr. De La Torre graduated with a Bachelor of Diplomacy and World Affairs from Occidental College and attended the Elliot School of International Affairs at George Washington University.

Dr. Manuel Pastor *University of Southern California’s Program for Environmental and Regional Equity*



Dr. Pastor is Professor of Sociology and American Studies & Ethnicity at the University of Southern California where he leads two institutes – the Program for Environmental and Regional Equity and the Center for the Study of Immigrant Integration. Dr. Pastor’s research has generally focused on issues of the economic, environmental and social conditions facing low-income urban communities and the social movements seeking to change those conditions. His most recent book, *Just Growth: Inclusion and Prosperity in America’s Metro-politan Regions*, co-authored with Chris Benner (Routledge 2012), argues that growth and equity can and should be linked, offering a new path for a U.S. economy seeking to recover from economic crisis and distributional distress. Dr. Pastor served as a member of the California’s Speaker’s Commission on Regions and was awarded a Civic Entrepreneur of the Year award from the California Center for Regional Leadership in 2002. He holds an economics Ph.D. from the University of Massachusetts, Amherst, and is the inaugural holder of the Turpanjian Chair in Civil Society and Social Change at USC.

Tunua Thrash-Ntuk *Executive Director, West Angeles Community Development Corporation*



Ms. Thrash-Ntuk is a seasoned economic development practitioner with an extensive background in urban revitalization, including urban infill, retail and housing development. West Angeles CDC is the outreach arm of West Angeles Church of God In Christ, a 25,000 member mega-church in Los Angeles and one of the largest property owners in the Crenshaw Corridor with more than 400 units of affordable housing for young families, seniors, and the disabled. While at West Angeles CDC, she has overseen more than \$100 million in real estate assets and development projects, brokered public-private relationships with equity partners, and structured complex financing from multiple sources. Prior to that, she served as a Director for Green Door Advisors, an urban real estate advisory firm. She chairs the LA Metro Crenshaw to LAX Community Leadership Council and has served as an LA Convention Center Commissioner. Ms. Thrash-Ntuk is a graduate of UC Berkeley and has an M.A. in city planning from the Massachusetts Institute of Technology.

Antonio Villaraigosa *41st Mayor of Los Angeles*



Mr. Villaraigosa is a respected voice in American politics, a prominent policymaker and savvy strategist with a keen understanding of America’s mainstream and emerging communities. He has more than 20 years of leadership experience at the highest levels of state and municipal government as well as business, political, educational and nonprofit organizations. He was elected to two terms as Mayor of Los Angeles from 2005 to 2013. During this time, he spearheaded both the 2008 Measure R campaign and the America Fast Forward lobbying effort in Washington. In 2012, a highly partisan Congress approved the America Fast Forward proposal for a \$1.2 billion expansion of the TIFIA loan program, now being used to accelerate construction on the Crenshaw/LAX light rail, the Wilshire Subway and the Regional Connector. Before becoming Mayor, Mr. Villaraigosa served in the California State Assembly from 1994 to 2000, the last two years as Speaker. He also served on the LA City Council. He also served as Chair of the 2012 Democratic Convention and President of the U.S. Conference of Mayors in 2011-2012.

Proud To Support

MoveLA

And The

7th Annual

Transportation

Conversation



Improving Society Through Social Activism

BOHNETTFOUNDATION.ORG

Honorees

Richard Katz *Former LA Metro Board Member, Richard Katz Consulting*



Mr. Katz is now a City of LA planning commissioner. Previously he served in the California State Assembly for 19 years as both majority and minority leader, chaired the Assembly Transportation Committee, and authored the legislation that created LA Metro. He later joined the boards of Metro and then Metrolink, where he served as chair. In the run-up to Measure R, he was the go-to guy for both program and politics, the shuttle diplomat who got buy-in for the measure from all around LA County.

Arthur T. Leahy *CEO Metrolink, Former LA Metro Chief Executive Officer*



Mr. Leahy worked his way up from bus driver to Director of Operations at the old RTD, then served as CEO of transportation agencies in Minneapolis-St. Paul and Orange County before returning to Metro in 2009 to implement Measure R. He arrived famously carrying a copy of Felix Rohatyn's book *Bold Endeavors* under his arm, and during his tenure he moved six major Measure R projects to construction, brought in \$3 billion in federal grants and loans, and presided over adoption of Project Labor Agreements and the Construction Careers program that guarantees union jobs and the hiring of disadvantaged and minority workers.

Bonnie Lowenthal *Former Member, LA Metro Board, Long Beach City Council and California Assembly*



Ms. Lowenthal was a Long Beach city councilmember when she took on the assignment of representing the Gateway Cities Council of Governments on LA Metro's Board in 2008. That put her in the middle of negotiations over Measure R, which was placed on the ballot with her support. During that same 2008 election Ms. Lowenthal was elected to the California State Assembly, soon chairing the Assembly Transportation Committee where she cultivated support for Metro's Measure J in Sacramento in 2012.

Pam O'Connor *Former LA Metro Board Member, Santa Monica City Council Member*



Ms. O'Connor is the small town mayor (of Santa Monica!) who became Chair of Metro's board and President of the Southern California Association of Governments at crucial moments: At her first meeting as Metro chair in 2008 she introduced the motion that started development of Measure R and later founded Metro's Sustainability Committee. As SCAG's president in 2012 she led the 84-member Regional Council in the unanimous adoption of the very first Sustainable Communities Strategy. She also chairs the Expo Construction Authority Council.

Zev Yaroslavsky *Former LA County Supervisor*



When an LA Times interviewer asked Mr. Yaroslavsky about his motivation for seeking elected office, he replied, "To save the world!" He sure had a go at it during 20 years on the LA City Council and 20 more on the LA County Board of Supervisors. As supervisor he was a leading architect of LA County's transportation future, initiated the Orange Line in the San Fernando Valley, transitioned from subway critic to subway champion, and was a hands-on engineer of the Measure R campaign.



We're on a Mission.

Enterprise's generational goal is to end housing insecurity in the U.S. That means no more homelessness and no more families paying more than half of their income on housing. As a down payment toward that goal, by 2020 Enterprise will help provide opportunity to 1 million low-income families through quality affordable housing and connections to good schools, jobs, transit and health care. But we can't do it alone. Join us. Together, we can – and we will – eliminate housing insecurity.

Enterprise is a proud partner of MoveLA's 7th Annual Transportation Conversation: Measure R2: Re-Imagining LA County.

Jeff Schaffer, Vice President & Market Leader
213.833.7988 | jschaffer@enterprisecommunity.org



www.EnterpriseCommunity.org

Panelists

Elsa Barboza

Strategic Concepts in Organization and Policy Education (SCOPE)

Ms. Barboza is the Campaign Director for SCOPE, a progressive social justice organization centered in South Los Angeles where she has led campaigns that resulted in living-wage jobs and quality training and investment in energy-efficiency retrofit work in the City of Los Angeles municipal buildings and at the LA Department of Water and Power. Ms. Barboza graduated with a B.A. in Latino Studies and Sociology from the University of Michigan in Ann Arbor.

Tamika Butler

Los Angeles County Bicycle Coalition (LACBC)

Ms. Butler joined the LACBC staff as the Executive Director in December 2014. Prior to leading LACBC Ms. Butler was the Director of Social Change Strategies at Liberty Hill Foundation. Before joining Liberty Hill, she was responsible for the development of all of Young Invincibles' programs in California and operations on the West Coast. She has a law degree from Stanford University and a B.A. in Psychology and B.S. in Sociology.

Malcolm Carson

Community Health Councils

Mr. Carson is the general counsel and policy director for Environmental Health at Community Health Councils, a non-profit community-based organization with a mission of improving health and increasing access to quality healthcare for underserved populations. Mr. Carson serves on the California Building Standards Commission, Empowerment West Neighborhood Council, the regional advisory body for the I-710 Long Beach Freeway EIR. Mr. Carson has a Law Degree and M.A. in City & Regional Planning from UC Berkeley.

Darrell Clarke

Sierra Club

Mr. Clarke is co-lead of the Sierra Club's national Beyond Oil campaign – with the goal of 50% reduction of U.S. oil use by 2030 – and co-chair of the local Angeles Chapter's Conservation and Transportation Committees. He is a founder and co-chair of Friends 4 Expo Transit and a member of Move LA's leadership board. He served on the City of Santa Monica Planning Commission for eight years. His career was in computer marketing and management following a B.A. in Economics and M.B.A. from the University of California, Berkeley.

Andre Colaiace

Access Services

Mr. Colaiace is the Deputy Executive Director of Planning & Government Affairs at Access Services. Prior to joining Access Services, Mr. Colaiace worked for the Culver City Transportation Department for four years. He was also the Director of Government Affairs with Foothill Transit and served as Committee Administrator for the Transportation and Transit Committee for the Minnesota House of Representatives. He earned a B.A. in English from Carleton College.

Jeff Cooper

Member, Culver City Council

Mr. Cooper has been a champion for the environment, pushing Culver City to continue its commitment to compressed natural gas (CNG) for the City's transportation fleet, leading the charge to fight fracking, taking a leadership role in creating the city's ban on single-use plastic bags and supporting new affordable apartments. He has worked in advertising, was a successful owner of a medical equipment business, and is now a mortgage banker with Wells Fargo Bank. Mr. Cooper is a graduate of Cal State Fullerton.

Jacquelyn Dupont-Walker

LA Metro Board Member

In 2013, Mayor Garcetti appointed Ms. Dupont-Walker to the LA Metro Board. She is the founding president of Ward Economic Development Corp., a community development organization affiliated with the Ward AME Church in South Los Angeles. Ms. Dupont-Walker has worked in the fields of social work, mental health, community organizing and politics. She also chairs the USC Master Plan Advisory Committee where she represents the residents of the West Adams district.

Amanda Eaken

National Resources Defense Council

As NRDC deputy director of sustainable communities, Ms. Eaken's primary focus is reducing transportation sector greenhouse gas emissions through improved land use and transportation planning and policy. She was actively involved in the passage of SB 375. Ms. Eaken managed the construction of affordable housing projects for a non-profit developer in San Francisco. Ms. Eaken received her master's degree in transportation and land use planning from UC Berkeley and her B.A. from Dartmouth College.

Mike Eng

Trustee, Los Angeles Community College District Board

Before being elected to the LA Community College District board in 2013, Mr. Eng served six years as a California Assemblyman during which time he chaired the Assembly Transportation committee. Mr. Eng has taught at Los Angeles Trade-Technical College, UCLA, and University of the West. He earned his Law Degree at UCLA and founded the immigration law firm of Eng and Nishimura. He earned both his B.A. and M.A. from the University of Hawaii.

Cecilia Estolano

ELP Advisors

Ms. Estolano is a principal at ELP Advisors, a consulting firm with expertise in housing, workforce and economic development, sustainability, transportation, and community engagement. Ms. Estolano has enjoyed a rich career in public service as the CEO of LA's Community Redevelopment Agency, as a California Coastal Commissioner, as a policy advisor to the Obama Presidential Transition Team, the U.S. EPA and LA Mayor Tom Bradley. Ms. Estolano is a graduate of Boalt Hall School of Law and holds an M.A. in Urban Planning from UCLA.

Fred Goldstein

LA County Museum of Art

Mr. Goldstein joined LACMA in 2005 as the Senior Vice President, General Counsel and Secretary. Prior to joining LACMA, Mr. Goldstein served as the Senior Vice President and General Counsel for the Phoenix House Foundation in New York and a partner in the law firm of Wachtell, Lipton, Rosen and Katz. He has served as a member of the Entertainment Law and Intellectual Property Section of the LA County Bar Association. Mr. Goldstein received his law degree from Yale and his B.A. from the University of Michigan.

Ruben Gonzalez

LA Area Chamber of Commerce

As the Vice President of Public Policy & Political Affairs, Mr. Gonzalez leads the L.A. Area Chamber's local, state and federal advocacy efforts. Previously, Mr. Gonzalez worked for The Meruelo Group, Englander Knabe & Allen, LA City Controller Laura Chick, as well as holding positions with the South Coast Air Quality Management District's Governing Board, California Transit Association, Assemblyman Lou Correa and LA City Councilwoman Ruth Galanter. He received a B.A. in philosophy and political science from Loyola Marymount University.



California Community Foundation

salutes

Move LA

*for creating a healthier
and more equitable future
in which all Angelenos
can ride, work and thrive*



CALIFORNIA
COMMUNITY
FOUNDATION



Photo copyright Oran Viriyny: [flic.kr/p/qcdZ71](https://www.flic.kr/p/qcdZ71)

Panelists

James F. Goodhart

Palos Verdes Estates City Council, South Bay Cities Council of Governments

Mr. Goodhart was first elected to the City Council in 2005 and is chair of the South Bay Cities Council of Governments, a representative to LA Metro's South Bay Service Council and a board member of the Palos Verdes Transit Authority. Mr. Goodhart earned a B.S. in Aeronautical Engineering from Embry Riddle Aeronautical University and a M.B.A. from Loyola Marymount University.

Marlene Grossman

Move LA's Leadership Board Chair

Ms. Grossman was a founder of Move LA and has served as its chair for six years. She was co-founder and former Executive Director of Pacoima Beautiful, a non-profit organization focusing on environmental justice and environmental health in the northeast San Fernando Valley community of Pacoima. She has a B.A. and M.A. in Urban Planning from UCLA.

Raffi Hamparian

LA Metro

Mr. Hamparian is LA Metro's Director of Federal Affairs where he leads one of the nation's most ambitious federal transportation programs. Over the last two years, at the direction of Metro's Board of Directors, he has worked with the Congress and the Executive Branch to help conclude over \$3 billion in federal grants and loans for major transit projects across Los Angeles County. Before coming to Metro, Mr. Hamparian served as the Senior Legislative Aide for U.S. Congressman Steven Rothman.

Chris Hannan

LA/Orange Counties Building & Construction Trades Council

Mr. Hannan is a Council Representative for the LA/OC Building & Construction Trades Council which represents 140,000 members with 52 affiliated unions across 14 trades. Mr. Hannan has been a member of the Sprinkler Fitters UA Local 709 for over 18 years and has served in many capacities from apprentice to instructor to president. He earned his A.A. from Cypress College.

Rusty Hicks

LA County Federation of Labor

Mr. Hicks' election as Executive Secretary-Treasurer makes him one of the youngest leaders and the first post-9/11 war veteran to lead one of the nation's largest labor federations. The LA County Federation

of Labor is comprised of over 300 local unions that represent over 800,000 workers in every sector of our economy. Prior to joining the Federation, Mr. Hicks served in the California State Legislature in the offices of then-Assembly Member Ted Lieu and the late-Assembly Member Mike Gordon.

LaMont G. Jackson

LA Community College District, Board of Trustees

As the Student Trustee, Mr. Jackson represents the 250,000 students of LA Community College District, the nation's largest. His main priority is to ensure that all nine colleges have the resources, educational programs, and funding (including student discount transit passes) needed to ensure student success. Mr. Jackson is a political science major with an emphasis in public policy. He has been admitted to UCLA, U.C. Santa Barbara, and Loyola Marymount University.

Madeline Janis

Los Angeles Alliance for a New Economy (LAANE)

Ms. Janis is co-founder and national policy Executive Director of LAANE. Under her stewardship as executive director from 1993 to 2012, LAANE became an influential leader in the effort to build a new economy based on good jobs, thriving communities and a healthy environment. Ms. Janis served as a volunteer commissioner for LA's Community Redevelopment Agency from 2002 to its closure. Ms. Janis led the historic campaign to pass L.A.'s living wage ordinance, which has since become a national model.

Coby King

Ek & Ek

Mr. King is a public affairs executive with Ek & Ek specializing in strategic and crisis communications and governmental advocacy. Mr. King serves as the Chair-elect of VICA (Valley Industry & Commerce Association) and has chaired VICA's transportation committee for many years. He has served on many boards including the LA Community Redevelopment Agency. Mr. King earned a B.A. in political science from UCLA and a law degree from Georgetown University.

Mary Leslie

LA Business Council

Ms. Leslie has overseen the growth of the LABC which helped qualify a billion-dollar city housing bond for the ballot in 2006 and led the successful effort to create the feed-in tariff in LA City in 2012. Ms. Leslie served as Mayor Riordan's Deputy Mayor for Economic Development, in the U.S. Small Business Administration, and as

a LA Department of Water and Power Commissioner. Ms. Leslie has a B.A. from the University of Santa Clara and a master's degree from USC.

Mary Luévano

Global Green

Ms. Luévano is the Vice President of Global Green USA where she serves as the organization's policy spokesperson. For over 15 years she served as Policy and Legislative Affairs Director. Prior to joining Global Green, Ms. Luévano worked for eight years as a Congressional staffer in the offices of US Senator Alan Cranston and US Members of Congress Augustus Hawkins, Calvin Dooley and Jane Harman. Ms. Luévano holds a B.A. in Political Science/International Relations from UCLA.

Mary Ann Lutz

Mayor of Monrovia, San Gabriel Valley Council of Governments

Mayor Lutz was first elected as Mayor of the City of Monrovia in 2009 and served as a City Council Member for six years before that. She is the president of the San Gabriel Valley Council of Governments and past chair of the Los Angeles Regional Water Quality Control Board 2003-2012. Ms. Lutz attended Boise State University and is the owner of Lutz & Company, Inc., a court reporting consulting firm, in Monrovia.

Joseph K. Lyou

Coalition for Clean Air

Dr. Lyou is the President and CEO of the statewide non-profit Coalition for Clean Air. He has served on the South Coast Air Quality Management District since 2007. He founded the California Environmental Rights Alliance in 2003 and served as Executive Director through 2010. He has spent more than 20 years helping community groups with environmental protection issues.

Jerilyn Lopez Mendoza

Southern California Gas Company

Ms. Mendoza is the Environmental Affairs Program Manager for Southern California Gas Company. Previously she served as an LA Board of Public Works Commissioner, LA Port Commissioner, California Regional Manager of ICLEI Local Governments for Sustainability, and as policy director for the Los Angeles Environmental Justice Project Office of Environmental Defense. Ms. Mendoza received a J.D. from the UCLA School of Law and a B.A. from Stanford University. She also serves on Move LA's Leadership Board.



Ironworker Management Progressive Cooperative Trust

and the International Association of Bridge, Structural, Ornamental and Reinforcing

Iron Workers Local 416

Hart Keeble
Business Manager
P.O. Box 1166
Norwalk, CA 90651
562-868-1251



Iron Workers Local 433

Doug Williams
Business Manager
17495 Hurley Street East
City of Industry, CA 91744
626-964-2500

***Applauds Move LA
and all the community partners
that are working to move Los Angeles
into a better future!***

Panelists

Hilary Norton

Fixing Angelenos Stuck in Traffic (FAST)

FAST is a public-private partnership created to support and implement short-term traffic solutions to Los Angeles County's traffic crisis. Ms. Norton has previously worked for LA City Council Member Mark Ridley-Thomas, State Senator Gil Cedillo, the Central City Association (CCA), Fleishman-Hillard and Palmer Investments.

Gloria Ohland

Move LA

Ms. Ohland is the Policy and Communications Director for Move LA. She has worked on issues related to transit and transit-oriented development at the national and local levels for many years. Since joining Move LA she has worked on implementing SB 375, which seeks to reduce GHG emissions by reducing driving, and on ensuring the creation of affordable, livable, prosperous neighborhoods along the transit system. Previously she was a vice president at the national nonprofit Reconnecting America, and has authored many publications on transit and TOD.

Jonathan Parfrey

Climate Resolve

Before becoming the founding Executive Director of Climate Resolve, Mr. Parfrey served as a commissioner at the LA Department of Water and Power from 2008-2013. Mr. Parfrey is immediate past-president of the LA League of Conservation Voters, former director of the GREEN LA Coalition, former LA director of Physicians for Social Responsibility and founding director of the Orange County Catholic Worker. In 2003, Mr. Parfrey was appointed to Governor Schwarzenegger's Environmental Policy Team. He also serves on Move LA's Leadership Board.

Joyce Perkins

Los Angeles Neighborhood Initiative (LANI)

Ms. Perkins is the cofounder, former Executive Director and current board member of LANI, a private non-profit tax exempt organization engaged in the economic revitalization of challenged urban neighborhoods. Ms. Perkins serves on several boards, including Move LA's Leadership. Ms. Perkins is the recipient of several community awards. She earned a liberal arts degree in Social Welfare with emphasis in Community Organization from San Francisco State University.

Tracy Rafter

LA County Business Federation (BizFed)

Ms. Rafter is the founding CEO of BizFed, which serves over 100 business organizations representing a cross-section of over 250,000 businesses in the county. Biz Fed advocates for positive public policy, legislation, and civic engagement across Los Angeles County. Ms. Rafter also is owner of the business advisory firm IMPOWER. Formerly, Ms. Rafter served as the first female publisher of the Los Angeles Daily News in the paper's nearly 100-year history.

Nolan V. Rollins

Los Angeles Urban League

In 2013, Mr. Rollins, an attorney, became the President and CEO of the LA Urban League with more than 100 staff and volunteers. The Urban League focuses on workforce development, early childhood education and neighborhood transformation models on issues of health, housing, safety, education and employment. He also serves on Move LA's Leadership Board.

Parke Skelton

SG&A Campaigns

Mr. Skelton is one of California's pre-eminent political campaign consultants. His firm, SG&A Campaigns, has run campaigns for such progressive Democratic candidates such as Controller John Chiang, Insurance Commissioner Dave Jones, Secretary of State Debra Bowen, Congress members Karen Bass, Julia Brownley, Judy Chu, Alan Lowenthal, Adam Schiff, Brad Sherman and Hilda Solis as well as Mayor Antonio Villaraigosa, Sheriff Lee Baca and District Attorney Jackie Lacey. Capitol Weekly named Mr. Skelton one of the 100 Most Influential Californians.

Eric Stockel

One LA and Leo Baeck Temple

Mr. Stockel is a leader with One LA, a coalition of 65 congregations, schools and non-profit organizations throughout Los Angeles working toward accessible transportation, affordable housing, quality education and health care. One LA has been working to accelerate construction of rapid transit along the 405 corridor.

Daniel Tabor

Los Angeles Southwest College Foundation (LASCF)

Mr. Tabor is the Executive Director of the LASCF and a Vice-Chair of Move LA's Leadership Board. After serving on the Inglewood City Council in the 1980's, Mr. Tabor was re-elected to the Council in 2007 and Mayor in 2010. Other accomplishments include serving as senior community organizer for the Los Angeles Alliance for a New Economy and negotiator for the

\$500 million dollar Community Benefits Agreement with the Los Angeles World Airports.

Jess Talamantes

Burbank City Council, San Fernando Valley Council of Governments (COG) Transportation Committee

Mr. Talamantes was first elected to the Burbank City Council in 2009. As Mayor he adopted a theme of "A Healthy Burbank," with such initiatives as "Ride a Bike with the Mayor." He is the Vice Chair of the San Fernando Valley COG and a SCAG Regional Council Member. He earned his B.S. in Fire Protection Administration and Technology from California State University at Los Angeles.

Yasmin Tong

Yasmin Tong Consulting

Ms. Tong is a consultant providing financial and real estate advisory services for public agencies, Community Development Financial Institutions and affordable housing developers. Previously, Ms. Tong was a Senior Account Executive at Fannie Mae; Vice President at Bank of America Community Development Bank; and Executive Director of the California Mutual Housing Association. She holds a B.A. from the University of Pennsylvania and an M.A. in Urban Planning from UCLA, where she was Fellow in the Afro-American Studies Program for Interdisciplinary Research.

Alan Toy

Westside Center for Independent Living (WCIL)

As an actor for over 25 years, Mr. Toy has worked to bring changes to the way people with disabilities are portrayed in entertainment media. He has over 200 television and film credits. Mr. Toy is also the Executive Director at WCIL and a lifelong activist/organizer in the disability community. He has served on the Santa Monica Rent Control Board and the California State Independent Living Council. Mr. Toy has a B.F.A. from the California Institute of the Arts and a M.A. in Urban Planning from UCLA.

Jerard Wright

Move LA

Mr. Wright has an abiding passion for transportation, and has followed issues at LA Metro for many years. He is a policy analyst at Move LA, co-chair of the Sierra Club Angeles Chapter Transportation Committee, a member of Metro's Citizen's Advisory Council, and past co-chair of the Green LA Transportation Working Group. Mr. Wright has a degree in architecture and when he's not talking about transportation he's thinking about urban design.

Re-Imagining LA County

... for eight cents a day!

Denny Zane, Executive Director of Move LA

A FRIEND OF MINE RECENTLY REMARKED that he thought if another sales tax measure to invest in LA County's transportation system were approved, the scale and significance of the infrastructure improvement would rival William Mulholland's water project. I immediately responded, half seriously, half in jest, "Maybe. Only this time it will be by more democratic means!"

Seriously, an important question of the moment is: Can a democratic society committed to broad-based prosperity and social equity remake its infrastructure expeditiously and at a scale sufficient to meet the challenge of climate change?

This is a new and more urgent formulation

of an old problem. More than a decade ago, Dr. Manuel Pastor and I wrestled with it together while working on a project we called the "California Dilemma." Manuel talked about the "colliding inevitabilities" of the need for economic growth, prosperity, an equitable society, and a quality environment. Does this mean that a collision is unavoidable? In other words: Is a quality environment too costly and require us to sacrifice other values?

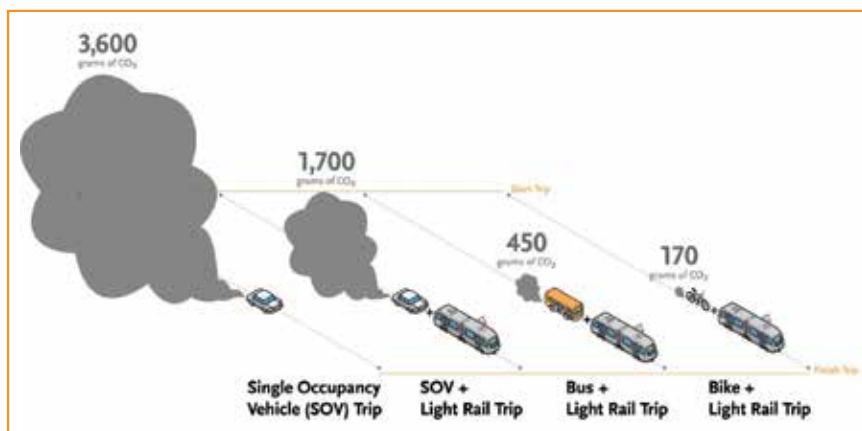
The profound nature of the risks that may be created by climate change and the clarity of the linkage to human-generated GHG emissions have sharpened the significance of this question.

California has provided exceptional leadership on this issue. Governor Schwarzenegger and Governor Brown both made GHG reductions a priority. Legislative leaders like Senators Steinberg, Pavley and De León have as well. This leadership should be applauded. But their efforts cannot succeed unless they are joined

by us at the local level. Especially necessary are investments in a clean and modern transportation system, unlike our current system that generates 40% of all GHG emissions.

There were two very important lessons we learned from Measure R in 2008. The first, I believe, rather than being a hardship, an aggressive investment program to modernize our transportation

system is really an opportunity. Measure R costs the average Angeleno about 8 cents a day, according to a study done for the nonprofit LA Economic Development Corporation. Yet, Measure R has enabled us to embark on a dramatic transformation that will not only reduce traffic congestion, improve air quality, and reduce GHG emissions and household



transportation costs, but will also rev up our economy and put thousands of people to work.

The second important lesson is that there is a durable supermajority of LA County voters prepared to support with their votes the funding needed for such a transformational transportation investment program.

Measure R was a bold investment even by global standards, and as a result there are many people in our nation who are watching Los Angeles County very carefully. What they want to know is whether the world's most auto-oriented region can transform itself to meet the profound challenges we face, and perhaps more importantly, can it do this democratically?

We in LA County have chosen to answer this question with a Yes. Measure R and the next measure will be both our means and our evidence.

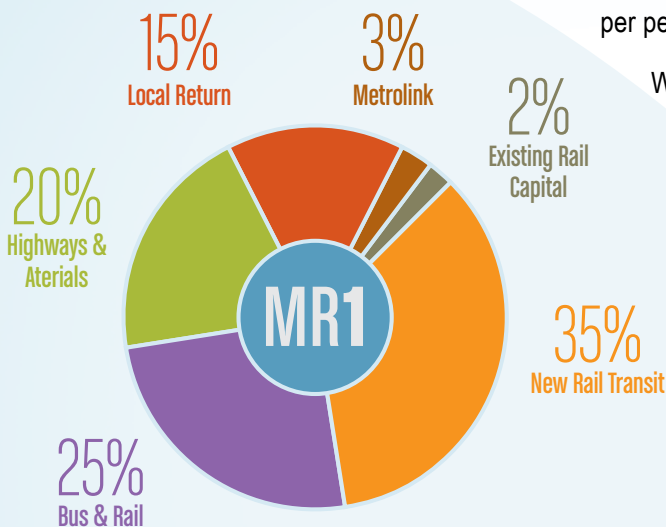
DENNY ZANE founded Move LA in 2007, bringing together business, labor and environmental leaders and organizations to champion Measure R, the sales tax measure approved by voters in 2008 with 67.9% of the vote. It will generate nearly \$40 billion over the next 30 years, enabling LA Metro to embark on an ambitious build-out of its rail transit system. Previously Mr. Zane served on the Santa Monica City Council, including one term as mayor. He led the effort to revitalize the Third Street Promenade and authored much of Santa Monica's land use policies emphasizing mixed-use development, affordable housing, pedestrian amenities and effective transit access. Mr. Zane was executive director of the Coalition for Clean Air during the early 1990's and organized the legislative campaign that resulted in the creation of the Carl Moyer Program that has provided millions of dollars in grants to deploy clean alternatives to diesel vehicles.

Move LA's "Measure R2 Straw Man"

IN 2014, MOVE LA INVITED PEOPLE across Los Angeles County to dream big about the transformational investments that could be possible with a ½ cent sales tax that raises \$90 billion over 45 years. At a cost of about eight cents a day per person, it looks like a real bargain.

We shared our "Measure R2 Straw Man" proposal with business, labor, environmental, community, health, housing, education, disability and faith groups as well as elected officials across LA County. We saw a lot of enthusiasm and heard a lot of good ideas which we've tried to incorporate in the revised Move LA "Measure R2 Straw Man" outlined here.

The dialogue generated by the "Measure R2 Straw Man" is robust and on-going. As LA Metro moves forward on updating the Long-Range Transportation Plan and on a possible sales tax measure in 2016, we invite you to re-imagine LA County with shared prosperity for all.



5% Build Ridership & Equitable Communities

Competitive grants to transit-rich communities with "equitable" strategies that build transit ridership such as encouraging new transit-oriented development, increasing housing for high propensity transit riders, and avoiding displacement of current low-income residents and local businesses. Grants would be for a range of first-last mile type investments.

Includes 3% for First-Last Mile

Nine out of 10 people who ride the Metro Rail or Bus Rapid Transit walk, bike, roll or take a bus to the station. Improving the sidewalks and streets within a mile of stations will make it more convenient for more people to get to the station under their own power. (3% = \$2.7+ billion)

5% Clean Freight
5% Metrolink Capital

5% Arterials, Complete Streets, Grand Blvds. w/BRT

For investment in select major arterials for upgrades to "complete streets" and bus rapid transit (2.5% = \$2.25+ billion), congestion relief (1.25% = \$1 + billion), and "Equitable Grand Boulevards" (1.25% = \$1 + billion).

10% Freeway
(State of Good Repair & Express Lanes)

20% Metro Operations
Bus & Rail

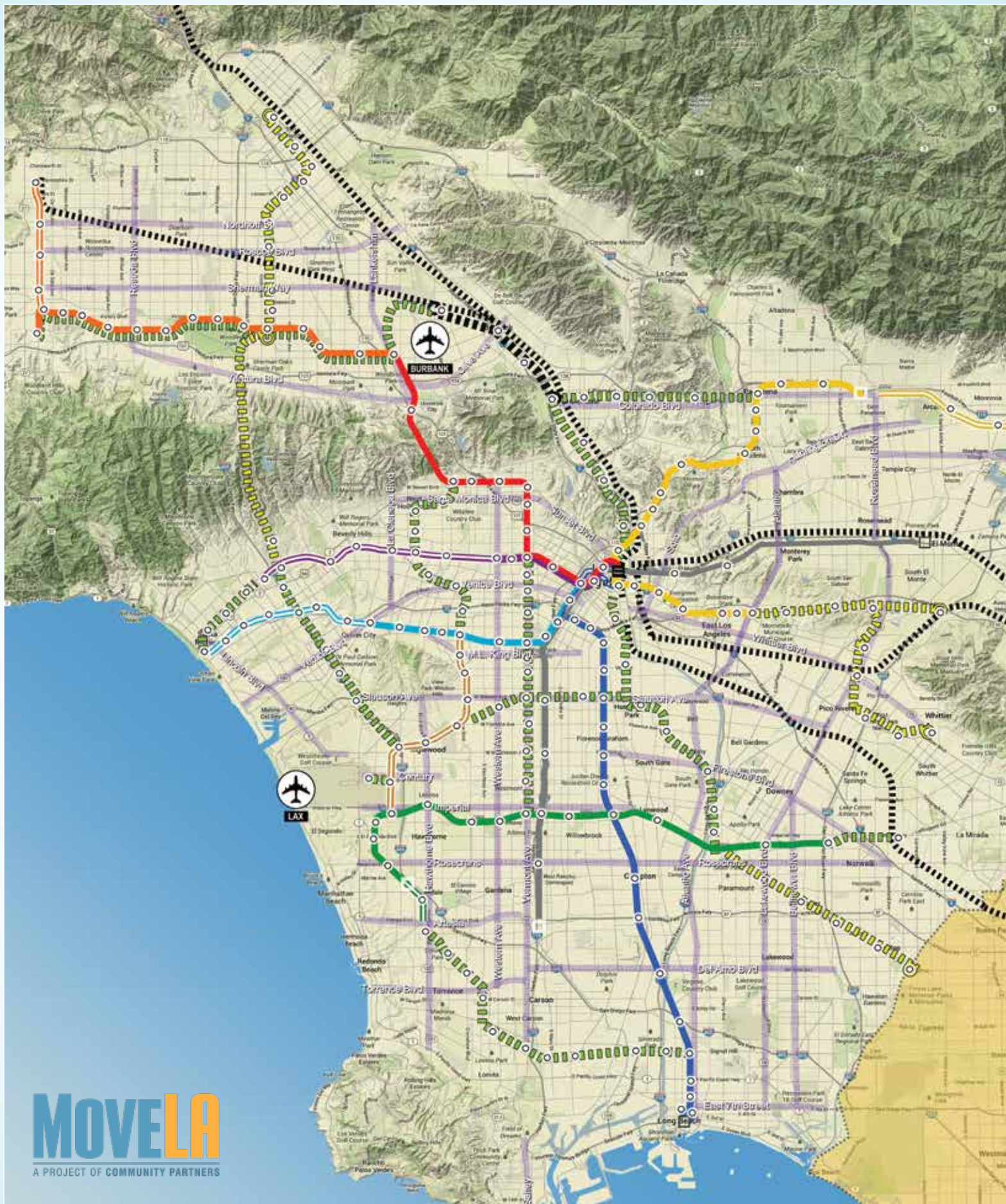
Includes 5% for Better Transit Access for Special Populations

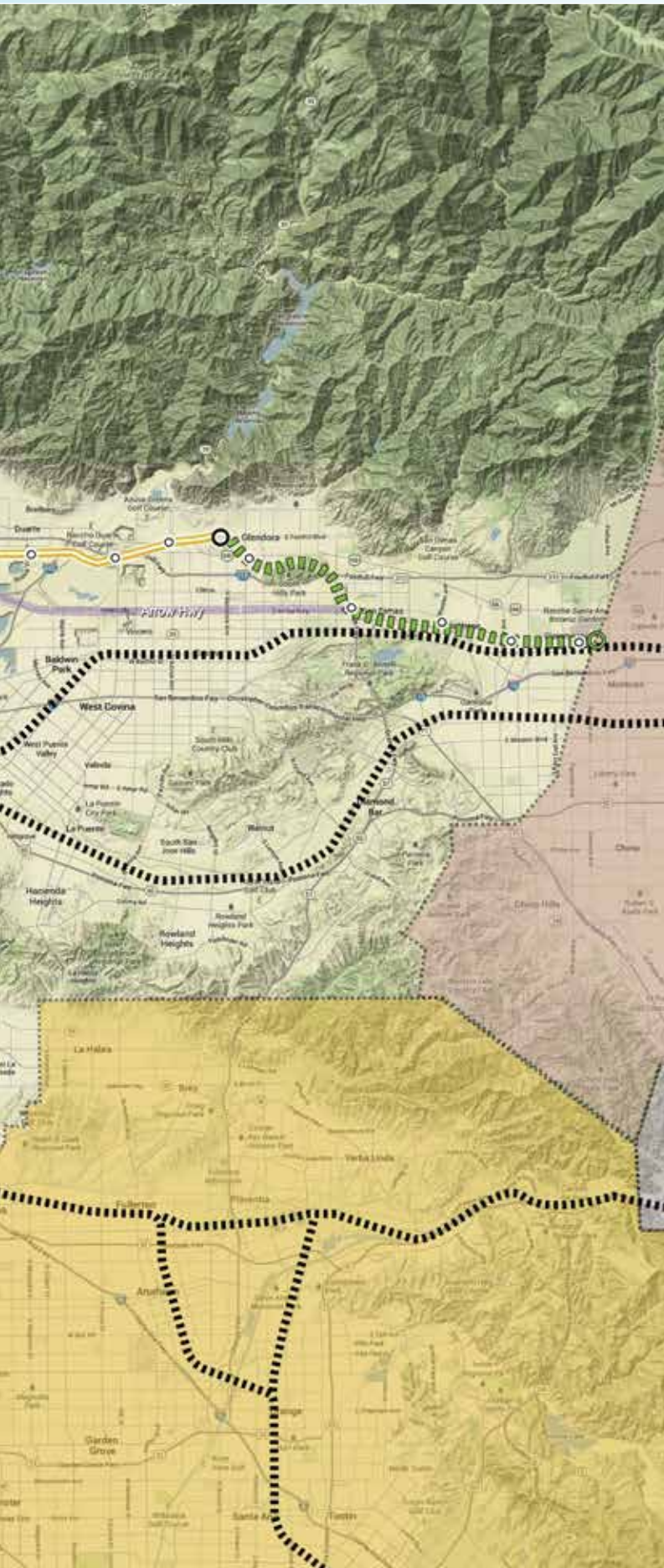
To help pay for transit passes for students (college, university students, K-12), as well as, paratransit, transit access and taxi vouchers for senior & people with disabilities. (5% = \$4.5+ billion)

25% Metro Rail

25% Local Return
Includes 5% for Sustainable Cities & Active Transportation

Local investments to make it easier to get around by walking, biking or using "neighborhood electric vehicles;" Safe Routes to School projects; LA River and other bike trails; mobility hubs including car share, bike share, etc. (5% = \$4.5+ billion)



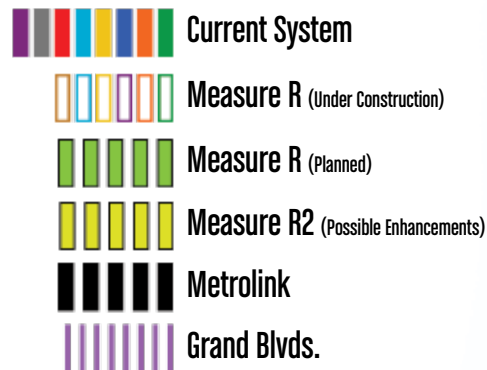


Measure R2

Metro Rail Possibilities

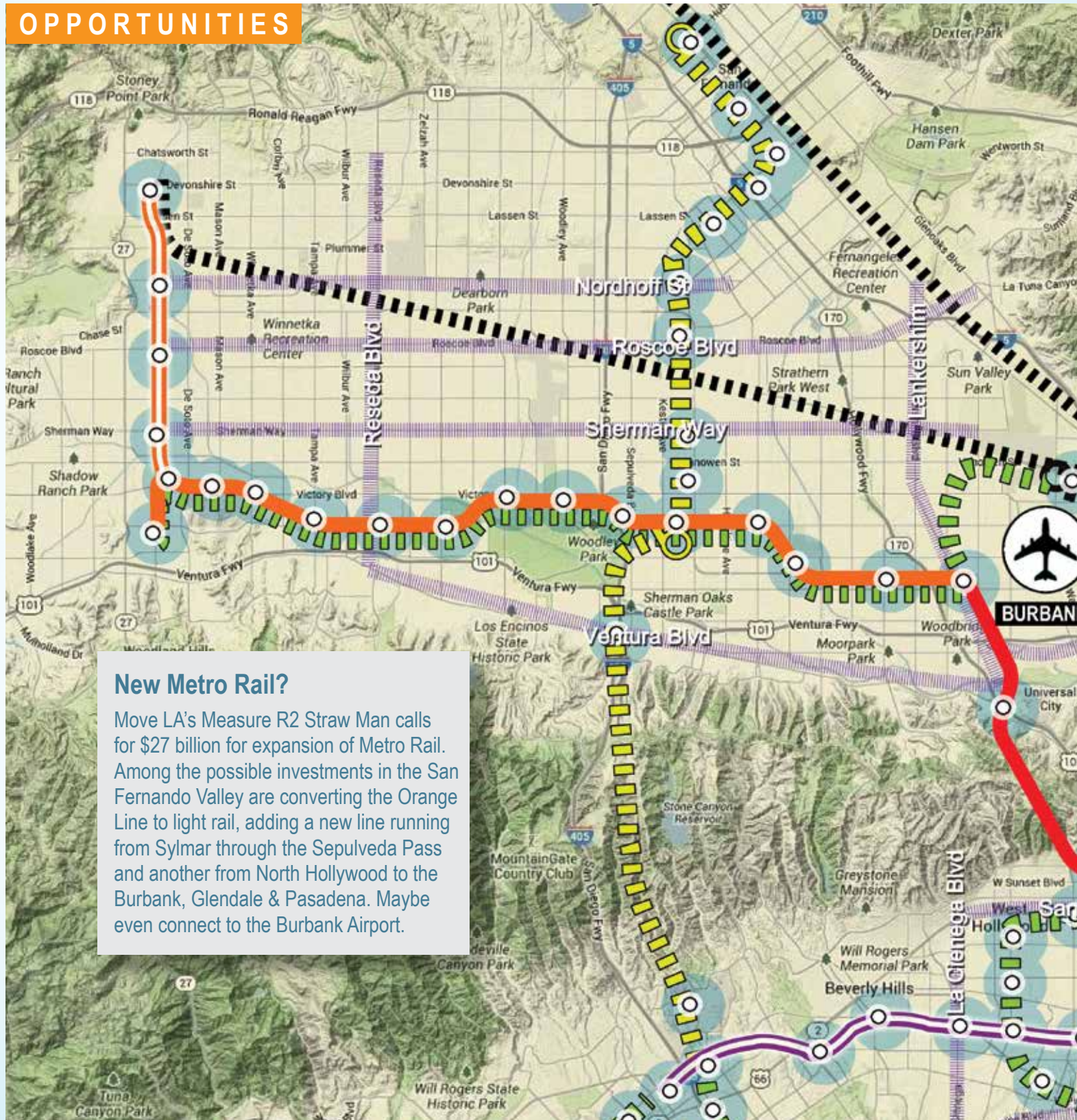
If Measure R2 were \$90 billion and 30% was for Metro Rail transit, we could probably...

- Finish the Measure R rail transit lines
- Extend several Measure R Lines to improve county-wide connectivity
- Build several new rail transit lines
- Retrofit for existing lines for safety
- Create local jobs: advance local hire and local manufacture of rail cars and buses



San Fernando Valley

OPPORTUNITIES



New Metro Rail?

Move LA's Measure R2 Straw Man calls for \$27 billion for expansion of Metro Rail. Among the possible investments in the San Fernando Valley are converting the Orange Line to light rail, adding a new line running from Sylmar through the Sepulveda Pass and another from North Hollywood to the Burbank, Glendale & Pasadena. Maybe even connect to the Burbank Airport.



Getting to the Station?

The first or last mile to the rail or busway station can be daunting. Move LA's Measure R2 Straw Man calls for 3% (\$2.7+ billion) to make it easier to get to all of the Metro stations.

Potential Arterials & Grand Boulevards?

Move LA's Measure R2 Straw Man calls for \$4.5 billion which we think is about enough to retrofit 150 miles of major arterials in LA County. Improvements could include reducing traffic congestion, transitioning to Bus Rapid Transit, bicycle lanes, sidewalk repairs, cool pavement, shade trees, storm water run-off, etc. These arterials can become "Grand Boulevards" with Mixed-TOD creating communities of transit users. The sub-regional Councils of Government and local cities could get together themselves and decide which arterials to focus on first. Some of the possible candidates shown here are Nordhoff Roscoe, Sherman, Ventura, Olive, Reseda and Lankershim.

(All Arterials/Grand Blvds. are suggested possibilities only)

Metrolink Safety?

Move LA's Measure R2 Straw Man calls for \$4.5 billion to disentangle Metrolink from freight line and improve safety with more grade separations.

San Gabriel Valley

OPPORTUNITIES

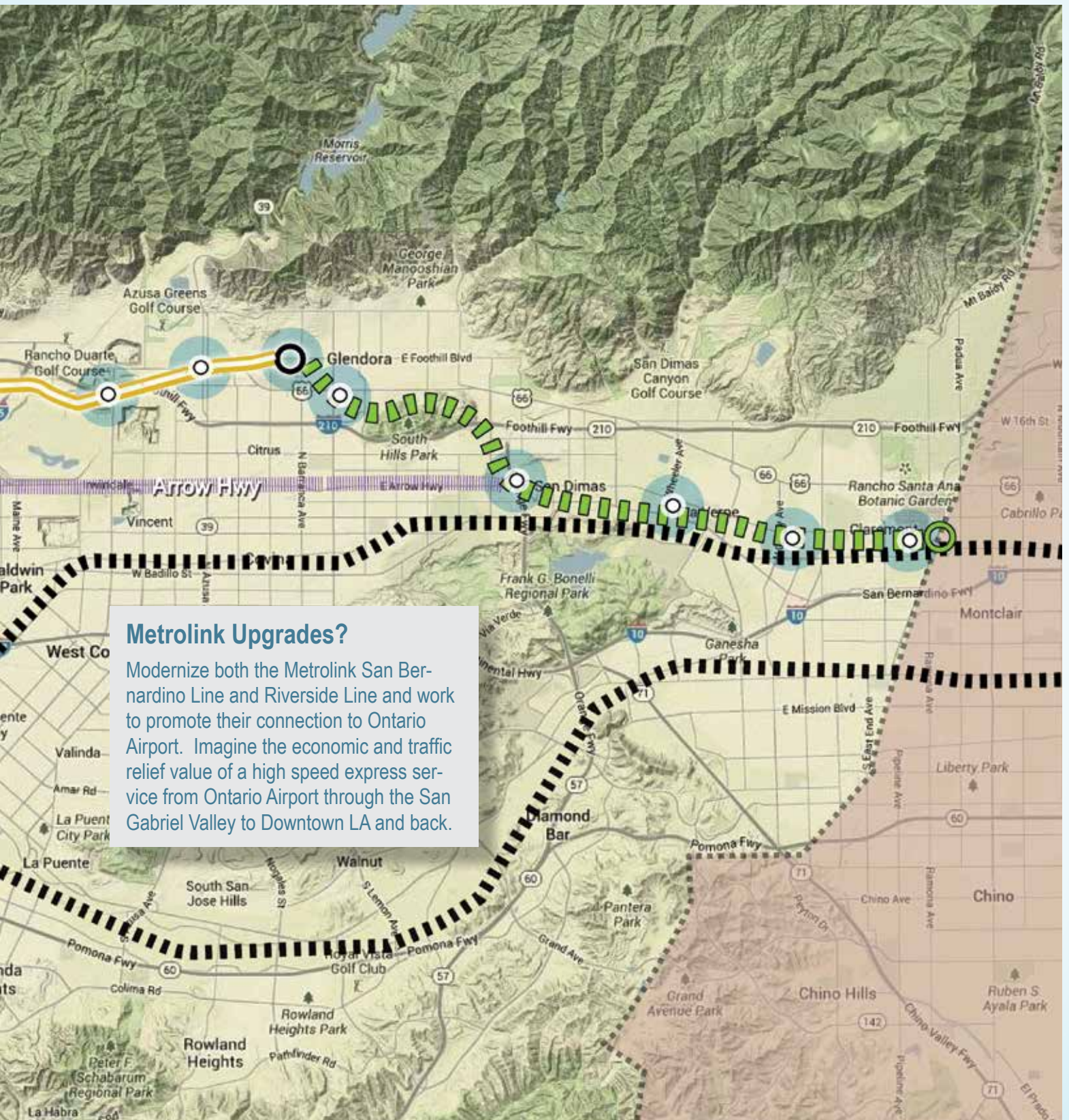
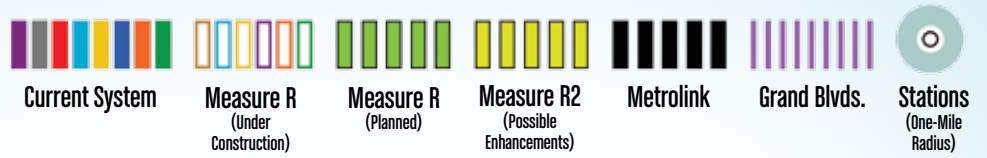
New Metro Rail?

Extend the Foothill Gold Line to the San Bernardino County line. Complete both the South El Monte and Whittier extensions of the Eastside Gold Line.

Potential Arterials & Grand Boulevards?

Arrow Highway, Atlantic, Soto Street, Rosemead Blvd, Colorado Blvd, Huntington Drive, Whittier Blvd, and the Metro Rapid 762 corridor to Long Beach.





Metrolink Upgrades?

Modernize both the Metrolink San Bernardino Line and Riverside Line and work to promote their connection to Ontario Airport. Imagine the economic and traffic relief value of a high speed express service from Ontario Airport through the San Gabriel Valley to Downtown LA and back.

Westside & South LA

OPPORTUNITIES

New Metro Rail?

Extending the Crenshaw Line up to Wilshire Blvd from there to West Hollywood and on to the Hollywood Highland Red Line station; completing the Wilshire Purple Line Subway to Santa Monica.

Potential Arterials & Grand Boulevards?

Venice Blvd and/or Pico Blvd
from Downtown LA to the coast;
Lincoln Blvd; La Cienega Blvd
and Santa Monica Blvd.





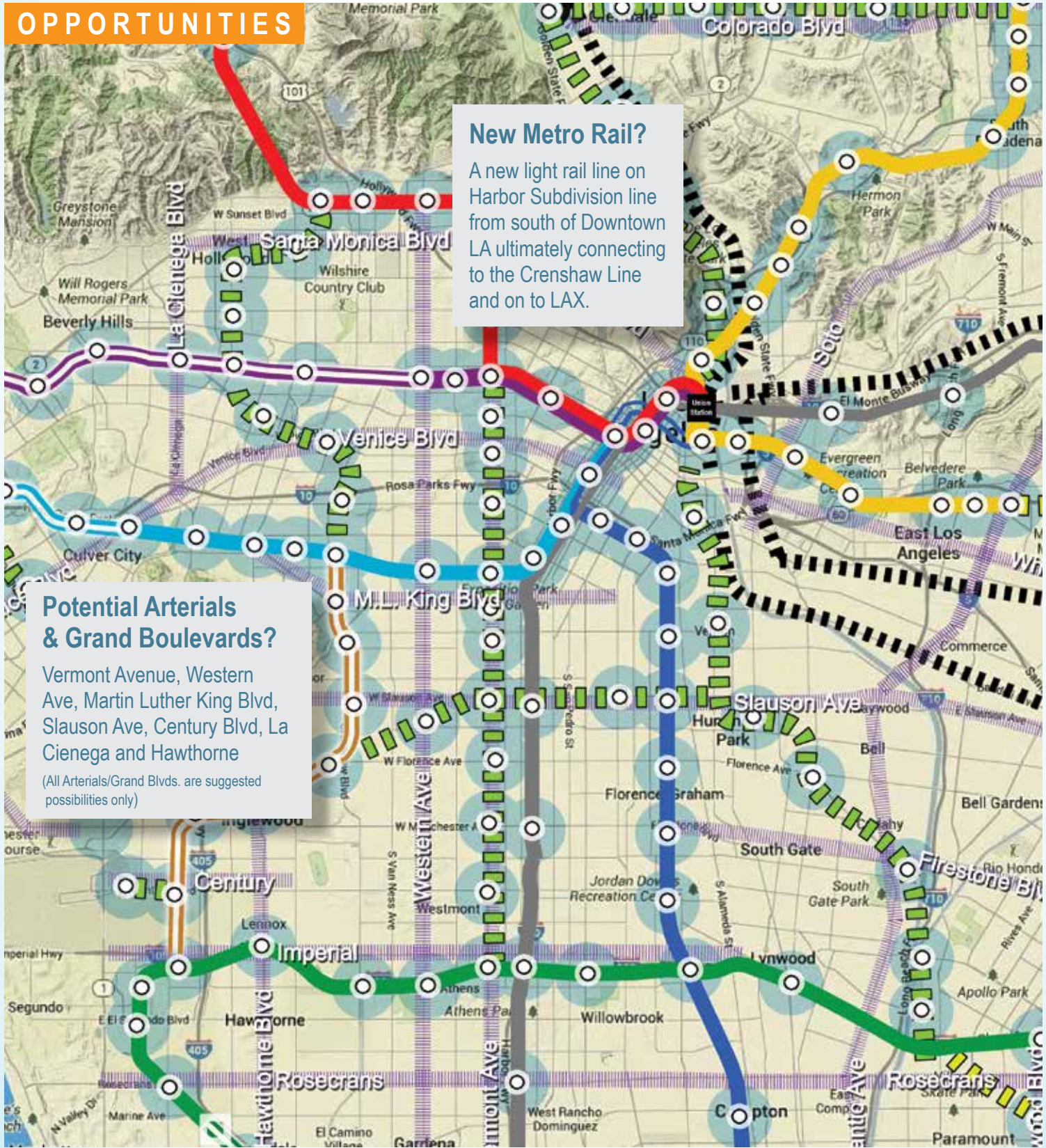
OPPORTUNITIES

New Metro Rail?

A new light rail line on Harbor Subdivision line from south of Downtown LA ultimately connecting to the Crenshaw Line and on to LAX.

Potential Arterials & Grand Boulevards?

Vermont Avenue, Western Ave, Martin Luther King Blvd, Slauson Ave, Century Blvd, La Cienega and Hawthorne
 (All Arterials/Grand Blvds. are suggested possibilities only)



South Bay & Gateway Cities

OPPORTUNITIES

New Metro Rail?

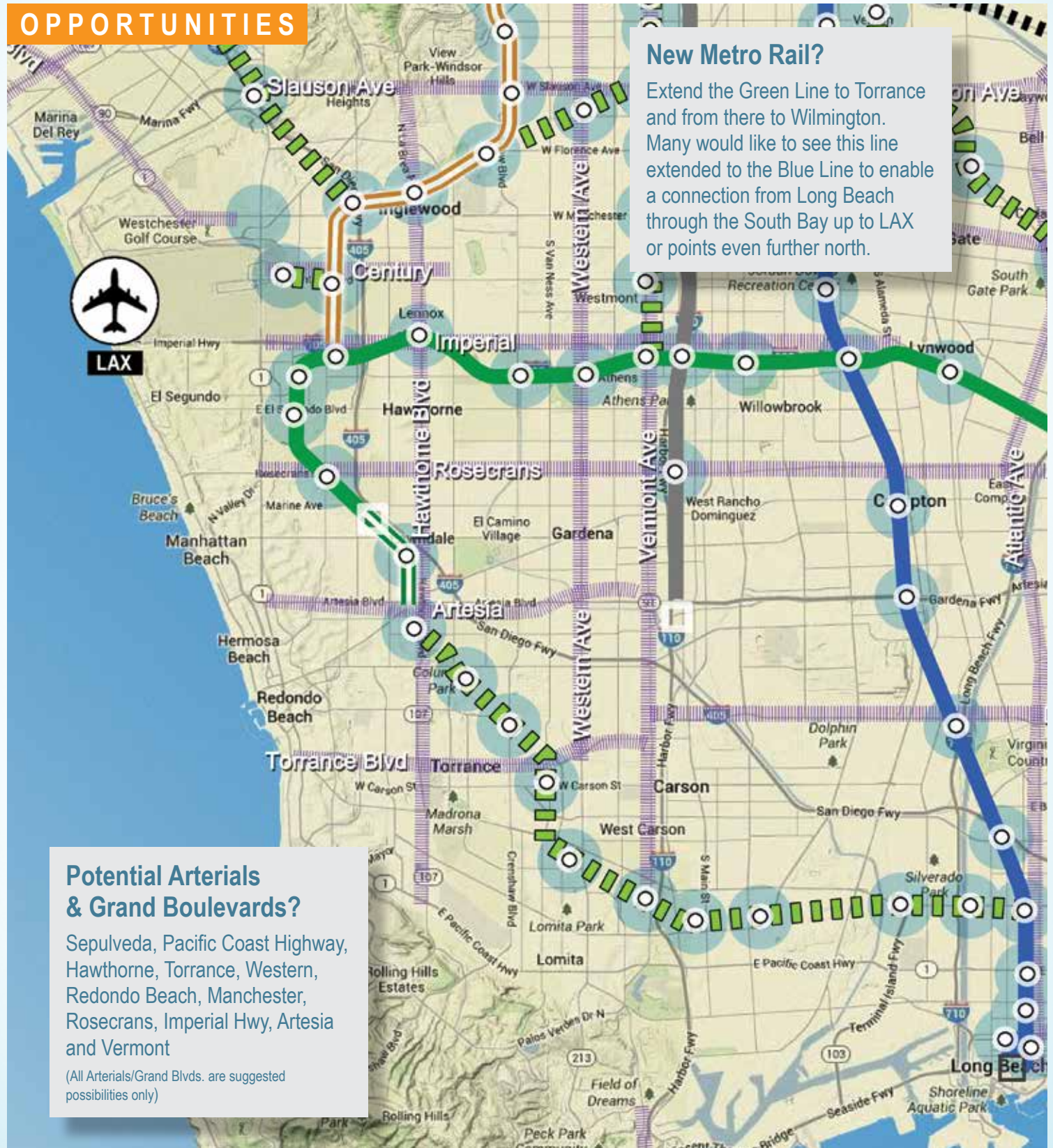
Extend the Green Line to Torrance and from there to Wilmington. Many would like to see this line extended to the Blue Line to enable a connection from Long Beach through the South Bay up to LAX or points even further north.



Potential Arterials & Grand Boulevards?

Sepulveda, Pacific Coast Highway, Hawthorne, Torrance, Western, Redondo Beach, Manchester, Rosecrans, Imperial Hwy, Artesia and Vermont

(All Arterials/Grand Blvds. are suggested possibilities only)





OPPORTUNITIES

New Metro Rail?

Fully fund and complete the West Santa Ana Corridor light rail line from Paramount to Cerritos, perhaps extend it north to Union Station as well.

Metrolink Upgrades?

Extend the Green Line in Norwalk two miles to connect to the Metrolink line.

Potential Arterials & Grand Boulevards?

Bellflower, Long Beach, Atlantic, Rosemead, Imperial Highway, Artesia, Whittier, Slauson, Rosecrans and Del Amo

(All Arterials/Grand Blvds. are suggested possibilities only)



**Congratulations to
Move LA and its partners
for making the big moves
that will turn
Southern California
into an even better place
to live, ride and share.**

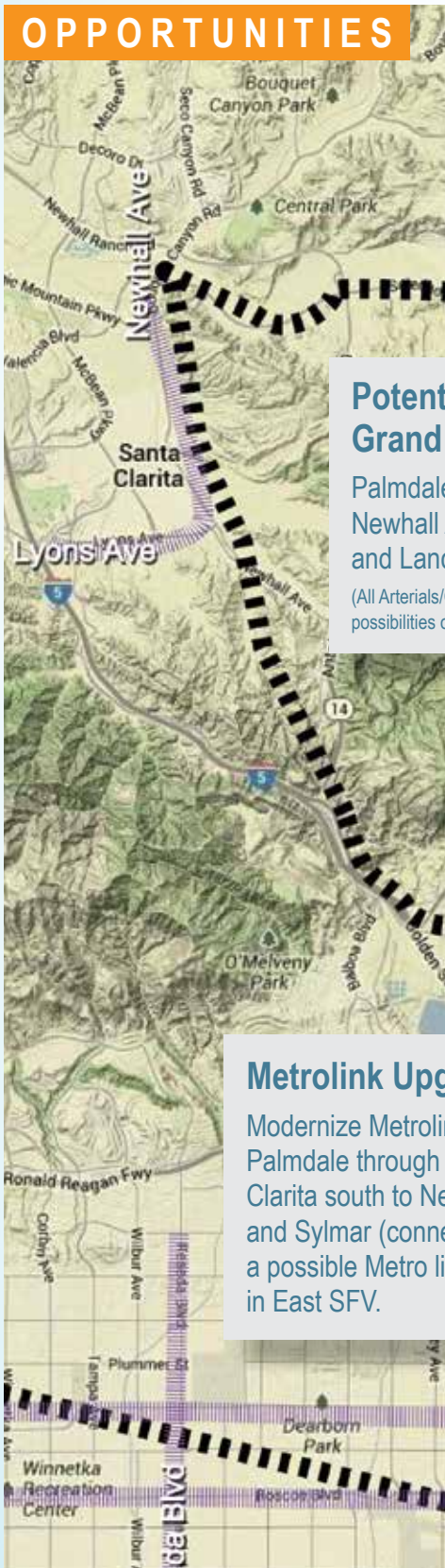
Your friends from

TransitCenter

North County



OPPORTUNITIES



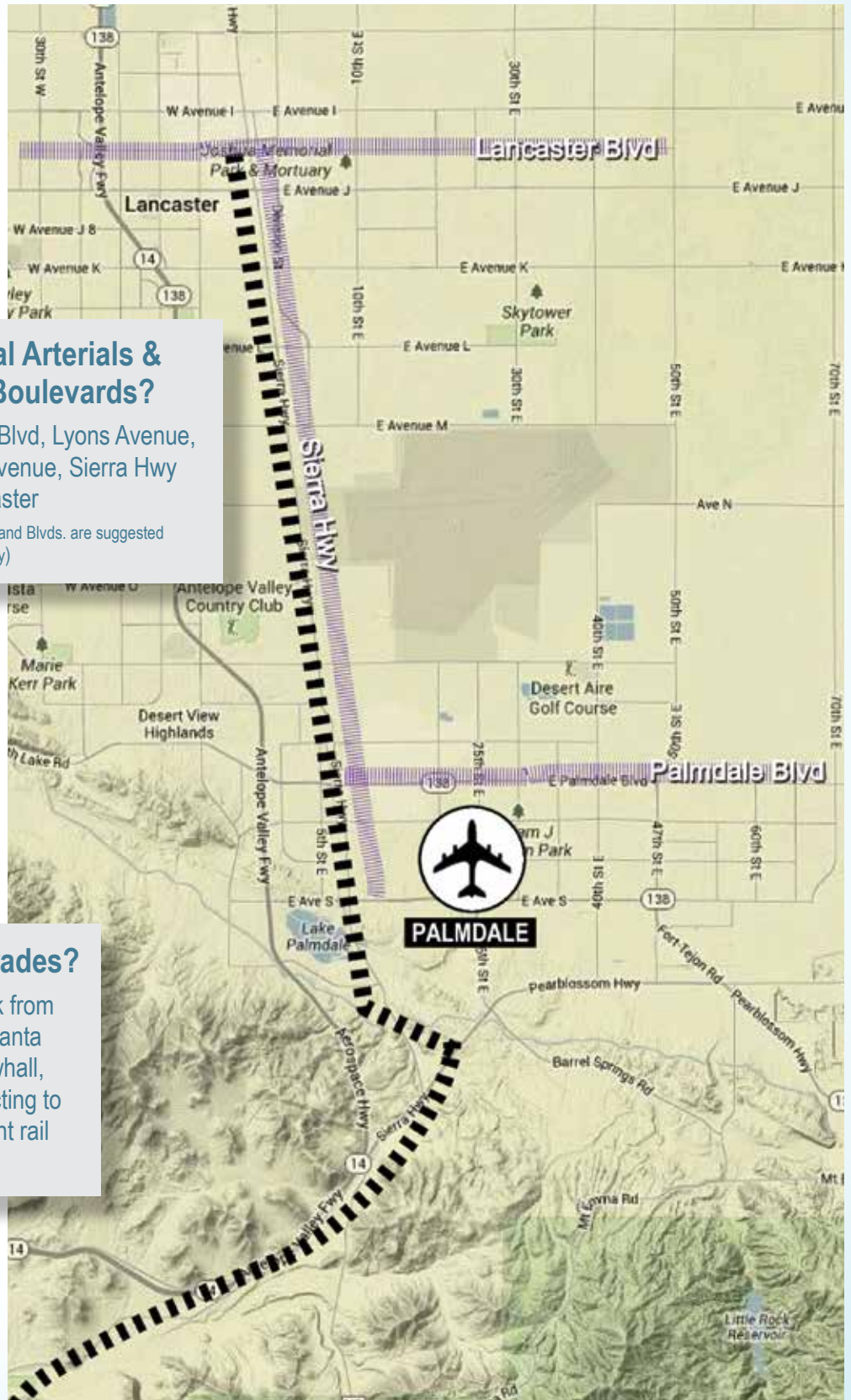
Potential Arterials & Grand Boulevards?

Palmdale Blvd, Lyons Avenue, Newhall Avenue, Sierra Hwy and Lancaster

(All Arterials/Grand Blvds. are suggested possibilities only)

Metrolink Upgrades?

Modernize Metrolink from Palmdale through Santa Clarita south to Newhall, and Sylmar (connecting to a possible Metro light rail in East SFV).

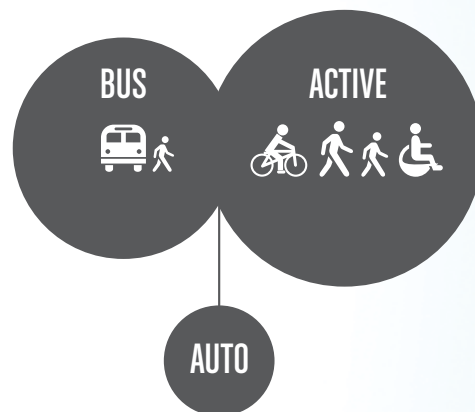
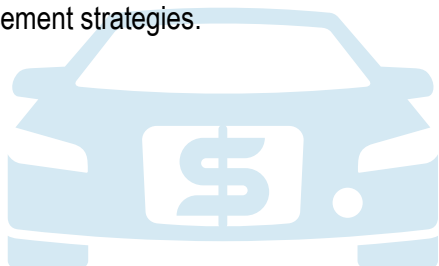




Making It Easier to Get to the Station

Move LA's "Measure R2 Straw Man" proposes over \$10 billion in new funding for cities and unincorporated areas for first-last mile connections including bicycle and pedestrian improvements, safe routes to school and carshare, bikeshare, mobility hubs, rideshare, "slow lanes," etc. The proposed funding is spread through three programs which could total as much as 13% of Measure R2:

- Building Transit Ridership & Equitable Communities: (5% = \$4.5+ billion)
Grants to cities with transit oriented community development and anti-displacement strategies.
- Local Return: Sustainable Cities & Active Transportation: (5% = \$4.5+ billion)
For investments as above including LA River and other bike trails, capital to enhance transit access & mobility for disabled people and seniors.
- Major Arterials: Complete Streets & Grand Boulevards: (2.5% = \$2.2+ billion)
An additional quarter of this category could be used by cities with transit oriented community development and anti-displacement strategies.



91%
Walk, Bike, Roll
and Take Buses to Stations
Active Transportation Network
2011 Metro On-Board Survey

9%
Drive and Park
Or Dropped Off at Station
Roads and parking Facilities

Saving Families Money

- Owning a car is expensive, over \$700/month while an unlimited monthly Metro bus and rail pass costs \$100.
- There are many other families with two cars just so both wage earners can get to work. Measure R2's transit expansion will make it convenient for many more people to take transit opening the possibility of not having a car or getting rid of a second car.

	Access Distance	VMT	GHG	Calories Burned	Cost
	High	High	High	Low	High
	Low	Low	Low	High	Low

How Angelenos Get to Metro Transit Stations

(from First Last Mile Strategic Plan, Path Planning Guidelines, LA Metro and SCAG, April 2015)

Los Angeles County is Home to Many Low Income Workers

- **Median household income in LA County is \$55,900/year (compared to \$75,900 in the San Francisco Bay Area)**
- **75% of the people who ride Metro live on less than \$25,000/year**

Improving Access to Jobs & Education

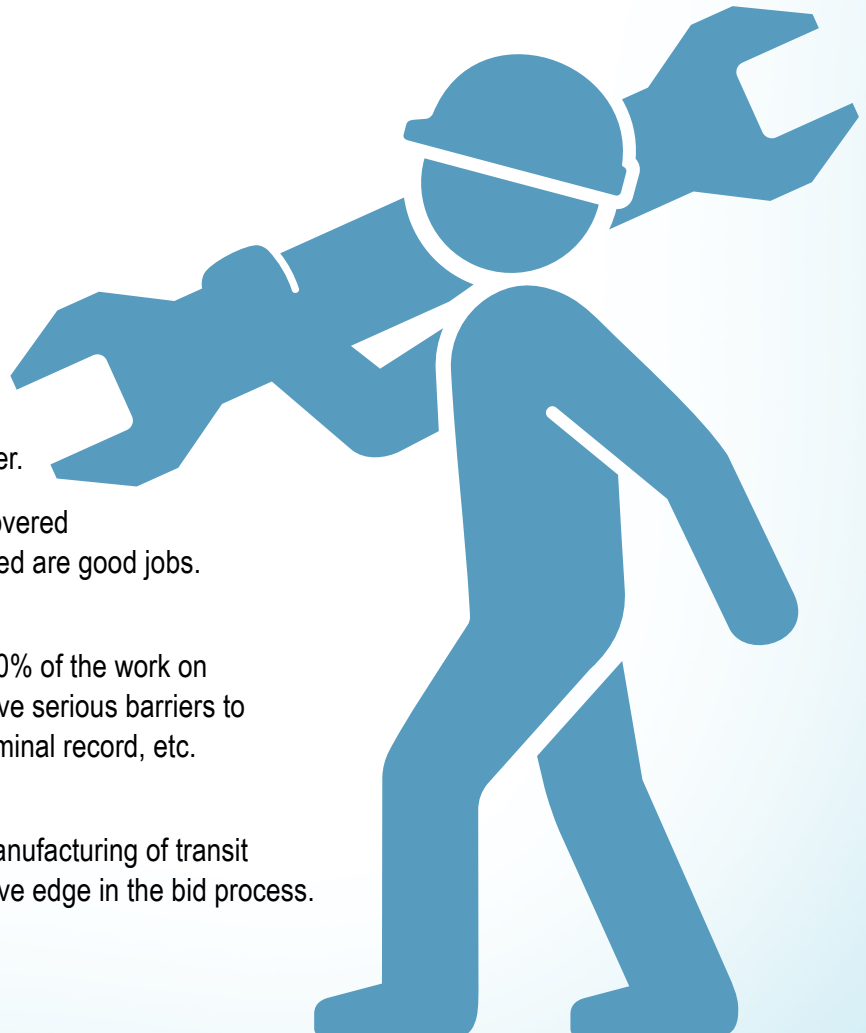


Metro's bus and rail transit system:

- Connects the low-income residents of the relatively dense central core to the job centers in downtown, along Wilshire Blvd., at LAX, and in North Hollywood, Pasadena, Long Beach and, soon, to Santa Monica.
- Connects students to many schools, including LA Trade Tech, USC, Loyola Marymount, LA City College, Pasadena Community College, East LA College, Pierce College, Valley College, Pacific Union College, and the Expo Line will connect to Santa Monica College and the Wilshire Subway to UCLA.

Creating More Good Local Jobs

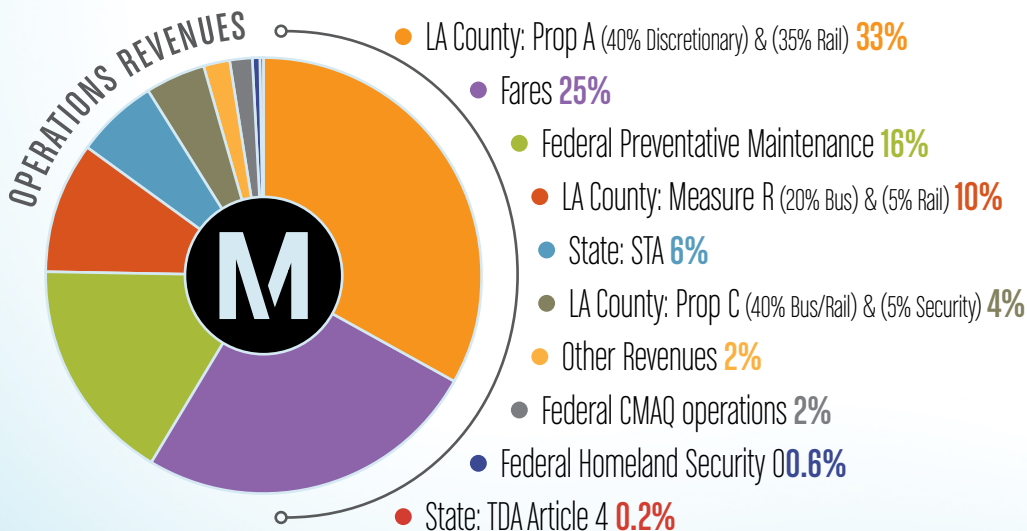
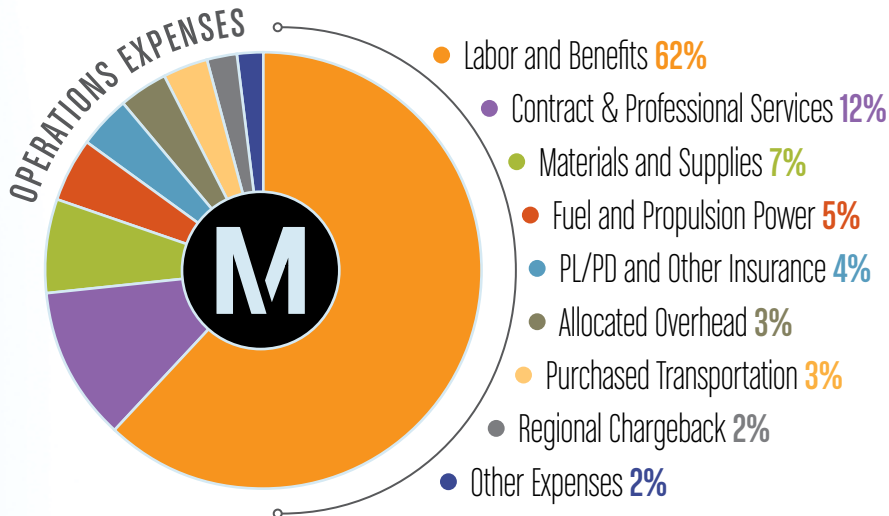
- **More Jobs:** Measure R is creating 16,000 construction jobs, plus jobs in maintenance, and operating buses and trains. MR2 could do even better.
- **Good Jobs:** Measure R construction projects are covered by a "Project Labor Agreement" to ensure jobs created are good jobs. Measure R2 could do the same
- **Real opportunities for disadvantaged workers:** 10% of the work on Measure R projects is being done by people who have serious barriers to employment – no high school degree, homeless, criminal record, etc. Measure R2 could do the same.
- **Local jobs:** Measure R2 could help expand local manufacturing of transit equipment by giving local manufacturers a competitive edge in the bid process.



Keeping Fares Low While Expanding Service

Move LA's "Measure R2 Straw Man" calls for 20% to be used for operating buses and trains. Put simply, the more we invest public money in operations, the more robust the service, the lower the fares, the greater the ridership and the greater the benefits in terms of congestion, air pollution and ghg emission reductions. State Cap & Trade funds will also help support transit operations.

- Low Fares + High Service: New financial support to Metro and municipal bus operators to keep transit fares low, service and ridership high
- 5% for Better Transit Access for Special Populations: Help pay for student transit passes for college and k-12, improve paratransit, transit access and taxi vouchers for seniors and people with disabilities



COST OF MONTHLY TRANSIT PASS

\$50
Boston (MBTA bus)

\$75
Boston (MBTA subway)

\$91
Philadelphia

\$100
Chicago Transit
Authority (L train)

\$100
Chicago Transit
Authority (bus)

\$117
New York City Transit
(bus & subway)

\$68
San Francisco Muni

\$75
Alameda-Contra Costa

\$80
Dallas (DART Local)

\$95
Atlanta (MARTA)

\$113
Miami-Dade Transit

\$160
Dallas (DART System)

\$70
Santa Clara (VTA)

\$72
San Diego (MTS)

\$79
Denver local/limited

\$81
Seattle (King County Metro)

\$84
Salt Lake City (Utah Transit)

\$100
LA Metro

\$100
Sacramento (RT)

\$140
Denver Express

LEGACY SYSTEMS (OVER 50 YEARS OLD)

MATURE SYSTEMS (UNDER 50 YEARS OLD)

EXPANDING SYSTEMS (UNDER 30 YEARS OLD)

Making Communities Healthier by Cleaning Up the Air

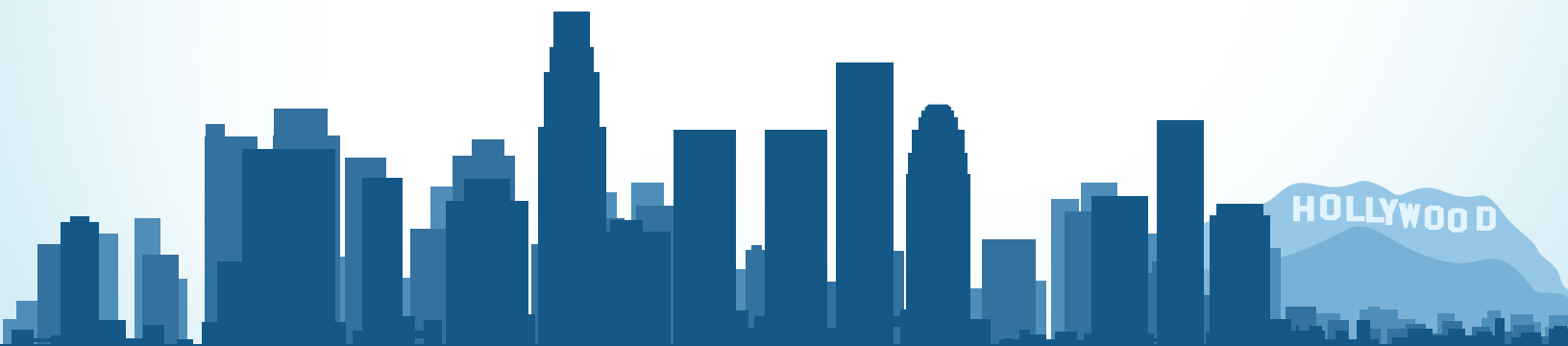
- Diesel emissions are a major health hazard that we can address with clean trucks and locomotives carrying our freight and with electric passenger rail providing an alternative to driving.
- Diesel emissions include NOx, the key precursor to ozone, and fine particulate matter that carries air toxins deep into our children's lungs. Next to cigarette smoke, air toxins in diesel exhaust is the number one cause of lung cancer.
- Lowering greenhouse gases helps fight climate change.
- Transportation sources are 40% of all GHGs. If we are to have even a fighting chance to reduce emissions enough to abate climate change, we will have to change business as usual by reinvesting in a smart, clean transportation system. Together with the State of California's efforts, we will create a template for the world to follow.



Sharing Prosperity by Addressing Market Pressures & Displacement

Move LA's "Straw Man" Measure R 2 proposal includes a competitive grant for cities that are encouraging development along boulevards while protecting core transit riders from being displaced from transit-rich neighborhoods.

- Strategies for revitalizing tired commercial strips with a mixture of stores and apartments in a way that doesn't displace residents
- Retain local businesses. Local community members should expect to be beneficiaries of this investment program, not victims.





Metrolink Regional Rail

5% = \$4.5 + billion

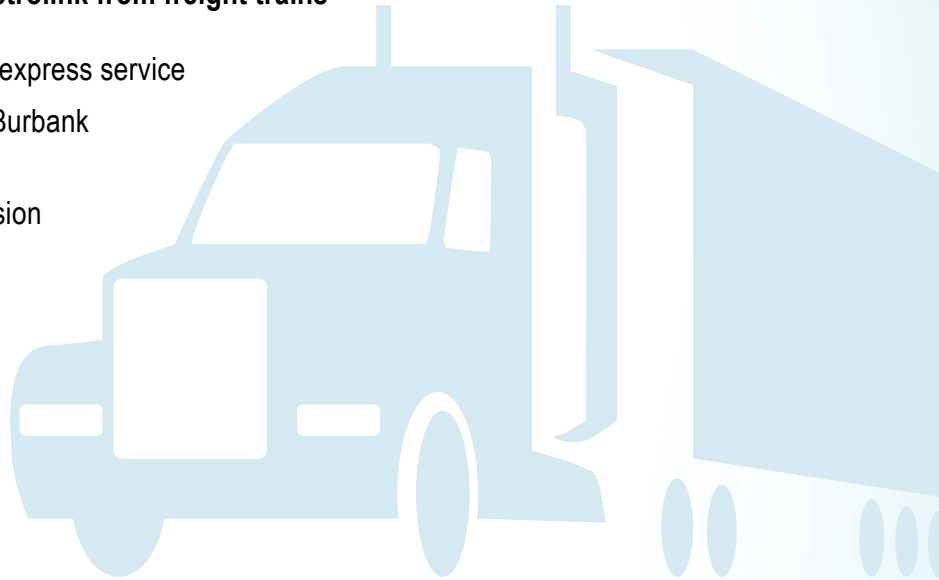
Improve Safety & Efficiency with some double-tracking and new grade separations to disentangle Metrolink from freight trains

- Express Service: Capital and operations for express service
- Airport Connections: Connect to Palmdale, Burbank and Ontario airports
- Zero-emission: Fund transition to zero-emission and near-zero emission trains

Clean Freight

5% = \$4.5+ Billion

- Bring zero and near-zero trucks and trains into general use
- Fueling or charging stations for these clean vehicles
- Truck-only corridors for clean trucks while avoiding displacement or neighborhood disruption
- Grade separations to disentangle freight and commuter rail systems
- Planning cargo-oriented-development that facilitates local manufacturing and other job creation freight infrastructure
- In planning these investments, Metro should collaborate with the South Coast Air Quality Management District, Southern California Association of Governments, the Ports of Los Angeles and Long Beach, the Gateway Cities and San Gabriel Valley COGs, & community organizations



Local Return

25% = \$22.5+ Billion

Move LA's MR2 Straw Man proposes that 25% of MR2 revenue go to local governments to invest in local transportation needs.

20% for any transportation purpose

5% Sustainable Cities & Active Transportation

- Bicycle, pedestrian, slow vehicle and Safe Routes to School projects
- Mobility hubs including car share, bike share
- Signal improvements
- Electric vehicle charging facilities
- Improving transit access & mobility for disabled people and seniors

Consider revising Prop A & C Local Return Guidelines to create greater flexibility

We support Move LA's vision
and efforts to create a networked,
comprehensive transportation system
that improves traffic,
reduces greenhouse gas emissions,
and most importantly
is accessible by all.

ROY + PATRICIA DISNEY

FAMILY FOUNDATION



SERVING

L.A., San Fernando Valley, Conejo Valley,
Semi Valley, Moorpark, Antelope Valley,
Santa Clarita, Glendale, Burbank

© 2006, Los Angeles Daily News

Daily News

dailynews.com

WEDNESDAY, AUGUST 23, 2006

WEATHER



Mostly sunny
Highs: 75-102
Lows: 62-68
Air quality:
Unhealthy

For details, see back of Business

56 Cents

Gov. Jerry Brown made it clear in his State of the State address that climate change is a major priority. His three climate goals promise to transform California: by 2030 half the state's electricity will come from renewable power, by the same year homes and buildings will be 200 percent more efficient, and in the next 15 years the state will reduce its use of petroleum by half.

"If we are to have any chance of stopping potentially catastrophic changes to our climate system California must — as it does in many areas — show the way," he said.

No sooner had the governor declared his objectives than we learned that 2014 had been the warmest year on record — and part of a consistent pattern of increased warming the past decade.

Los Angeles Mayor Eric Garcetti, too, has stepped up on climate, having recently served on President Obama's climate task force. Garcetti's local role on climate may prove to be even more important. As chair of the L.A. Metro Board, Garcetti will be leading the update of L.A. County's Long Range Transportation Plan (LRTP) which will determine which transportation projects will be included in a major funding measure projected for next year, which is expected to be voted on by June 2015.

The governor's and the mayor's climate goals could be substantively advanced by a robust LRTP and transportation ballot measure as cars, buses, trains and trucks are responsible for about 40 percent of the state's greenhouse gas emissions — double the emission of power plants.

When people think about reducing gasoline, the conversation usually drifts to electric vehicles or hydrogen-powered cars or natural gas vehicles. Or they talk about reducing the carbon intensity of fuel. These are salutary efforts and must be rigorously pursued. However, the most important strategy in reducing car pollution is by coming upstream, by reducing the public's need to get into a car in the first place — making it easier for Angelenos to take transit, to walk and bike, and to creatively share their morning commute with others.

Climate Urgency Can Be L.A.'s Opportunity

By Denny Zane and Jonathan Parfrey



Measure R, which was approved by 67.8 percent of voters in 2008, provided \$36 billion for building primarily transit projects and for operating buses and rail transit over 30 years, and it currently costs county residents about 8 cents a day. This important investment has provided real economic and environmental benefits. The Los Angeles Economic Development Corp. reported that Measure R is creating 400,000 new jobs in planning and construction. That does not include ancillary jobs, nor the macroeconomic benefits that occur when people and goods move more efficiently.

Improving public transportation can help meet other regional mandates as well. The region is currently struggling to meet its federally mandated ozone standards. Expanding transit is a great way to accomplish that goal. Similarly, this year the Southern California Association of Governments is updating its state mandated plan to materially show how cities are reducing greenhouse gas emissions by aligning growth near transportation.

This happy alignment of priorities may result in a 4-in-1 victory where the region can reduce traffic congestion, strengthen the regional econo-

my, alleviate air pollution and also fight climate change.

As Metro develops its transportation plan, we believe it should expand Measure R's investments in rail transit projects and operations by finishing the connection to LAX, extending the Crenshaw Line north, extending the Foothill Gold Line to Montclair and the Wilshire subway to Santa Monica, and to consider new lines such as a transformational rail connection from Sylmar in the San Fernando Valley to LAX via tunnel through the Sepulveda Pass.

There were also opportunities that Measure R missed: it failed to invest in walking and biking, and the next measure should do that. Metro should also include investments that improve our major boulevards that both eases the morning commute and enhances street life, and help modernize the movement of goods in and out of our ports.

These are the ways Gov.

Brown and Mayor Garcetti can achieve their climate goals — efforts that will also make L.A. County a better place to live. We need to give L.A. County voters the opportunity to endorse this course of action by developing a farsighted and inventive LRTP now and putting a measure based on it on the ballot in 2016.

We do need to act on climate change, and urgently. The past year was recently declared the hottest on record. According to UCLA scientists, Los Angeles will see a tripling of "extreme heat" days by mid-century. The snowpack in the Sierra Nevada, on which Los Angeles relies for water, is already dramatically reduced. Without serious action these effects will only get worse.

But all is not gloom and doom — not when combatting climate change is good for our economy, the air, our health and our quality of life, and at 8 cents a day it's not even very expensive.

Denny Zane is founder and executive director of Move LA, an organization that supports development of a robust transit system for Los Angeles County. Jonathan Parfrey is executive director of Climate Resolve; he is immediate past-president of the Los Angeles League of Conservation Voters, and a founder and vice chair of CicLAvia, the popular street event.

Read the story online at:

<http://www.dailynews.com/opinion/20150127/climate-urgency-can-be-las-opportunity-guest-commentary>

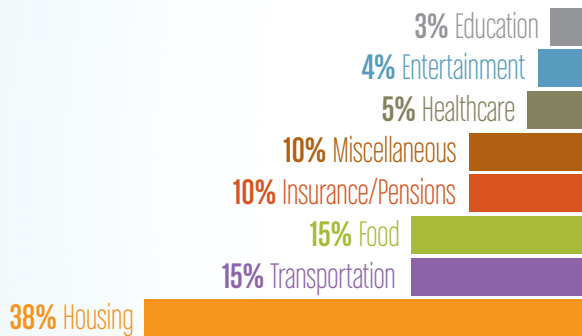
Always moving forward.

Proud to support
the mission of Move LA

COMCAST  NBCUNIVERSAL

Working Families Get a Break on Sales Tax

On average Angelenos spend over two-thirds of their monthly income on just three things: housing, transportation and food. The lower the family's income, the greater the percentage spent on these necessities. Fortunately, there is no sales tax in California on rent, utilities, food, transit fares. We wouldn't expect Measure R2's half-cent sales tax to be a burden for low-income residents.

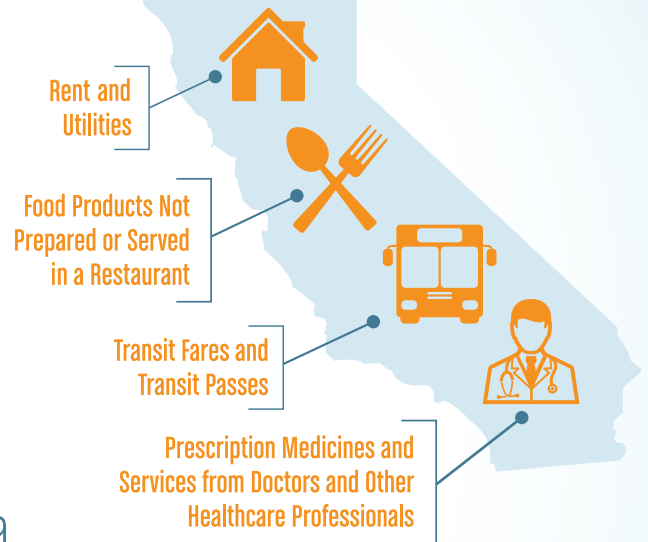


Average Household Budget in LA Metro Area

U.S. Bureau of Labor Statistics, 2011

California

Doesn't Have Sales Tax On:



IBEW 11
Protecting the American Dream
Since 1942



LADWP is pleased to co-sponsor

**Transportation Conversation 7,
Measure R2:
*Re-Imagining LA County***

We are partnering with Metro and other organizations to advance electrification of transportation systems – supporting clean light rail, subways, goods movement, and personal electric vehicles.

For information on LADWP's transportation electrification programs such as Charge Up LA!, go to www.ladwp.com/EV



/LADWP @LADWP /LADWP1

Moving Forward!

Your Friends at The Helms Bakery

A CENTER FOR HOME FURNISHINGS AND THE ARTS



Walter N. Marks, Inc.





ATKINSON

C O N S T R U C T I O N

THE CREATION and CARE

of essential rail,
highway and
water assets.

Balfour Beatty
Infrastructure Inc.

1050 Lakes Drive, Suite 200
West Covina, CA 91790
626.571.8597 bbi.us.com



JACOBS

is a proud supporter of MOVE LA

[DBE:DBE]

**Diverse Business Enterprises:
Delivering Business Excellence**



Nominate a DBE for our 2015 DBE:DBE Award!

For nomination criteria and deadline,
please contact salem.afeworki@jacobs.com

JACOBS • WWW.JACOBS.COM

Stantec is Moving Los Angeles



At Stantec, we provide creative, cost-effective, and sustainable solutions for transportation projects in California and throughout North America. As a community-based firm, we are supporters of MoveLA, Mobility 21, ACEC, CMAA and WTS, teaming together to advance our region's transportation system. We are strong advocates of MoveLA's mission to implement a sound public transportation system for LA County.

stantec.com

**Committed to California and
Proud Sponsor of MoveLA**
Contact Art Hadnett at (818) 594-0040

Los Angeles/Orange Counties
Building and Construction
Trades Council Salutes

Move LA

And Looks Forward to
a Bright Transit Future



Congratulations Move LA



**AFSCME Local 3634 &
District Council 36**



Herzog Contracting Corp.

Western Division Regional Office
3760 Kilroy Airport Way, Ste. 120
Long Beach, CA 90806
Office: (562) 595-7414
Fax: (562) 595-7445
www.herzog.com

*Design - Build Projects
CM/GC Project Delivery
Railroad Construction
Maintenance & Services
Highway & Heavy Construction*



Contact:

Joe Kneib - Sr. Vice President Market Development
Ralph Larison - Sr. Vice President Civil and Rail
Scott Norman - Vice President Project Development and Estimating
Kyle Phillips - Vice President Civil Construction



JMB Realty Corporation is proud to support the **7th Annual Transportation Conversation** and salutes MOVE LA's efforts with Measure R2

CenturyCityCenter.com



CLEAN ENERGY

SoCalGas® does more than deliver clean, safe and affordable natural gas to its customers. We are committed to the ongoing drive to reduce greenhouse gas emissions and to improve our air quality. We support the development of cleaner technologies to meet our environmental challenges. We're proud to recognize Move LA, and the 7th Annual Transportation Conversation.



A Sempra Energy utility

socialgas.com

© 2015 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. N15E0081A 0415

Los Angeles County Federation of Labor, AFL-CIO



The working men and women of the L.A. labor movement celebrate our partnership with the Move LA. We look forward continuing the fight for good jobs in our communities!



www.launionaflcio.org

Building the future



Los Angeles Mayor Eric Garcetti stands with Local 300 Business Manager Sergio Rascón, Local 300 Executive Board Member Tony E. Olea III and others at the groundbreaking ceremony for the new Sixth Street Bridge.

Laborers' International Union of North America Local 300

in Los Angeles represents construction laborers, asbestos abatement workers, maintenance workers and plant workers throughout L.A. County.

We offer exceptional service to our hard-working members while bringing the best skilled laborers in the country to our partner contractors to ensure successful projects.

Local 300 is proud to sponsor Move LA and we look forward to another constructive, thought-provoking Transportation Conversation in 2015.



LiUNA! LOCAL 300

Sergio Rascón

Business Manager

local300.com

Move LA Leadership Board

Marlene Grossman *Move LA Leadership Board Chair*

Daniel Tabor *Move LA Leadership Board Vice-Chair, LA Southwest College Foundation*

Joan Ling *Move LA Leadership Board Treasurer, former LA City CRA Commissioner*

Allan Alexander *Attorney, former Mayor of Beverly Hills* • **Raul Bocanegra**, *CSUN Urban Studies & Planning*

Darrell Clarke *Friends 4 Expo / Sierra Club* • **James de la Loza** *HNTB* • **Jerry Givens** *Parsons Brinckerhoff*

Ron Green *AFSCME Local 3634* • **Victor Griego** *Diverse Strategies for Organizing*

Arthur Hadnett *Stantec* • **James Hamlin** *Jacobs* • **Jim Hilfenhaus** *LA Democratic Party*

Richard Jackson *UCLA School of Public Health* • **David Jacot**, *LA Department of Water and Power*

Melody Kanschat *The Getty Leadership Institute* • **Richard Katz** *Richard Katz Consulting*

Hart Keeble *Ironworkers Local 416* • **Mark Kempton** *Skanska* • **Eli Lipmen** *LA City Board of Neighborhood Commissioners*

Frank Lopez *Los Angeles Area Chamber of Commerce* • **Allan Marks** *Milbank, Tweed, Hadley & McCloy LLP*

Wally Marks *Walter N Marks Realty* • **James Watt McCormick** *Subway to the Sea Coalition*

Jerilyn Lopez Mendoza *Southern California Gas Company*

Ron Miller *LA/Orange County Building & Construction Trades Council*

Claudette Moody *Parsons Brinckerhoff* • **Rani Narula-Woods** *LA County Federation of Labor*

Kevin Norton *IBEW Local 11* • **Francine Oshin** *Valley Industry and Commerce Association*

Jonathan Parfrey *Climate Resolve* • **Joyce Perkins** *Los Angeles Neighborhood Initiative*

Sergio Rascon *LiUNA Laborer's Local 300* • **Nolan Rollins** *LA Urban League*

Dan Rosenfeld *George Crenshaw* • **Mike Schneider** *HDR* • **Dan Tenenbaum** *Pacific Crest Realty*

Tunua Thrash-Ntuk *West Angeles Community Development Corporation*

Johannes Van Tilburg *VTBS Architects* • **John Warfel** *Metropolitan Pacific Capital, LLC*

Move LA Staff

Lauri Crane, *Outreach Coordinator* • **Marisa Garcia**, *Office Manager*

Gloria Ohland, *Director of Policy & Communications*

Beth Steckler, *Deputy Director* • **Jerard Wright**, *Policy Analyst*

Denny Zane, *Executive Director*

Thank You to Our Sponsors

DIAMOND

Annenberg Foundation • David Bohnett Foundation • California Community Foundation
Enterprise Community Partners • HDR • Iron Workers (IMPACT Fund & Locals 416 and 433)
Goldhirsh Foundation • LiUNA (Laborers Local 300 & So. Cal District Council)
Resources Legacy Foundation • Roy & Patricia Disney Family Foundation
Skanska • The Transit Center

GOLD

Atkinson Contractors • Balfour Beatty • International Brotherhood of Electrical Workers (IBEW Local 11)
LA Department of Water & Power • Walter N. Marks Realty

SILVER

American Federation of State, County and Municipal Employees (AFSCME Local 3634 & District Council 36)
Herzog Contracting Corporation • Jacobs • JMB Realty Corporation
LA County Federation of Labor • LA/Orange Counties Building & Construction Trades Council
International Union of Operating Engineers Local 12 • National Resources Defence Council (NRDC)
Marlene & Marshall Grossman • Stantec Consulting Services, Inc.
Southern California Gas Company

BRONZE

Amalgamated Transit Union (Local 1277) • American Institute of Architects LA
American Jewish Committee • Anil Verma Associates • Arup • Association for Commuter Transportation
Car2Go • Cedars-Sinai Health Systems • CH2M Hill • Climate Resolve • ComcastNBCUniversal
Comet Electric • Community Health Councils • Cubic Transportation Systems • Fixing Angelenos Stuck in Traffic (FAST)
Hatch Mott MacDonald • Investing in Place • J.F. Shea Construction, Inc • Korean Churches for Community Development
LA Alliance for a New Economy • LA Area Chamber of Commerce • LA Business Council
LA County Bicycle Coalition • LA County Business Federation (BizFed) • LA Neighborhood Initiative (LANI)
Liberty Hill Foundation • Link-Nilsen Corporation • Metropolitan Pacific Capital • Parsons Brinckerhoff • Point C
Safe Routes to School National Partnership • SENER Engineering & Systems
Sieroty Company & Eastern Columbia • Sierra Club Angeles Chapter • South Bay Council of Governments
Southern California Association of Non-Profit Housing • Southern California Edison
Teamsters Local 396 & 986 • Thomas Safran & Associates • The Transit Coalition • Trust South LA
Urban Land Institute - LA • Urban League of Los Angeles • Valley Industry & Commerce Association (VICA)
Van Tilburg, Banvard & Soderbergh, AIA • Verde Exchange
West Angeles Community Development Corporation • Westside Urban Forum

SUPPORTER

AECOM • Arcadis • Fehr & Peers • Kal Krishnan Consulting Services
Killefer Flammang Architects • Kroner Environmental • Milbank, Tweed, Hadley & McCloy LLP
National Resources Defense Council • Psomas • RBF Consulting
Stacy & Witbeck • STV Incorporated • Wagner Engineering & Survey

BEHOLD, THE POSTER CHILD FOR MASS TRANSIT IS BORN.

These times demand significant change and nobody is leading the charge quite like the City of Angels. Climate change, energy needs, water scarcity, quality-of-life ... and transportation, you are pulling off no small miracle.

Great work, MoveLA. Here's to our future.



RESOURCES LEGACY FUND
CREATIVE SOLUTIONS. LASTING RESULTS.

RESOURCESLEGACYFUND.ORG