Slide 1: Measure M, Motion, Mobility, Movement
- Anyone get stuck in traffic on the way over here today?
- Wouldn’t you have liked to have a little more motion? (click) Mobility? Movement?
- We’re working on it – in a big way. (click)
- LA’s got mojo!

Slide 2: Measure M: LA County Traffic Improvement plan
- Roadmap to improving mobility across the county: the “LA County Traffic Improvement Plan.”
- Comprehensive approach: freeways, streets, rail, bus, bike, sidewalks, Metrolink
- Building a world-class transportation system: the 2nd largest in the nation (after NYC)
- Goal is to double transit ridership – Just imagine the impact that would have on traffic!
- Building on our success: Expo & Gold Line openings, 1.5 million rides/day on transit, highway improvements
- How did Metro come up with this plan? (click) Through a bottom up process with cities and citizens, LA Metro (our county transportation agency) has come up
- You can read all about “The Plan” on Metro’s website (theplan.metro.net)

Slides 3-5: LA County Rail System in 1990 to 2008 to 2040
- I’d like to talk about transit for a minute
- In 1990 we had our freeways & buses, but no rail.
- Fast forward to 2008 (click)
- Orient people to the map by pointing out SF Valley, SG Valley, downtown, Santa Monica, Long Beach. Here we have the rainbow of lines: point out Orange, Red, Gold, Blue, Silver, Green
- Now look at what we get with Measure M! (click)
- We’ll go from spokes radiating out to a network which will make it easier for more people to get more places
- These yellow circles represent stations where you can change lines increasing connectivity.
- Connectivity: the secret sauce of transit success!

Slide 6: Measure M (pie chart)
So how do we get a world-class transportation system? Measure M is how we can pay for this great traffic improvement plan.

1. Measure M is
   - A ½ cent sales tax just for LA County
   - expected to raise $860 million/year
   - cannot be taken by Sacramento

2. Measure M has funding for:
   - the transit expansion we just talked about – 37% will go to that
   - funding to operate that bus and rail system: 20% for bus operations means more service while keeping fares low
   - funding to maintain what we build
   - improve all our freeways: the 5, 405, 605, 110, 57, 71, 60, 710 (19% of funding)
   - repave local streets, fill potholes, synchronize signals – 17%
   - fix sidewalks, make it safer to bicycle on our streets, make it easier to walk and bike to stations (embedded in several categories, around 6-9%)
Slide 7: Measure M=Jobs
- 465,000 jobs-years over 40 years (LA County Economic Development Corporation), that translates to about 12,000 new jobs for 40 years
- These are good jobs with benefits
- Creates opportunity for disadvantaged workers to get into a career in construction (list on “What’s in it for low income communities”)

Slide 8: Measure M: independent Taxpayer Oversight
- Strong citizen oversight protections
- Committee will have skill set to dig deep in watchdogging Metro
- Transparency: Annual financial and performance audit reviews that will be posted on-line

Slide 9: Transit Access for All
- Senior population is growing and there are 1 million Angelenos living with disabilities
- Measure M will dedicate $2.4 billion over 40 years to help seniors & people with disabilities live independently
- Things like: access to stations, discount passes, frequent service, safety, better transit and better paratransit
- Also included in this are more affordable passes for students

Slide 10: Measure M: Environmental
- Measure M will help us clean up the air and reduce greenhouse gases (GHG)
- Zero emission buses and trucks
- Help for cities to make their streets cool and capture urban runoff
- Less traffic = less pollution

Slide 11: Measure M: Easy on the Family Budget
We sometimes hear concerns about the impact of sales tax on low income families
- Many people aren’t aware that in California there is no sales tax on the “necessities of life”
- Low income families spend most of their money on rent, food, utilities, transportation & health care
- Only 42% of sales tax is paid by consumers in LA County
- Big benefits: Low income people are most likely to use transit, making it better is a huge benefit

Slide 12: Vote Yes on Measure M on Nov. 8th!
- We would appreciate your endorsement.
- Groups that have endorsed include: (select from updated list) LA Chamber of Commerce, LA County Federation of Labor, AARP, LA League of Conservation Voters, VICA, American Planning Association (LA Section), LAUSD, Tree People, etc.
- Thank you for your time. Any questions?

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