

Measure R: Getting to “Yes”

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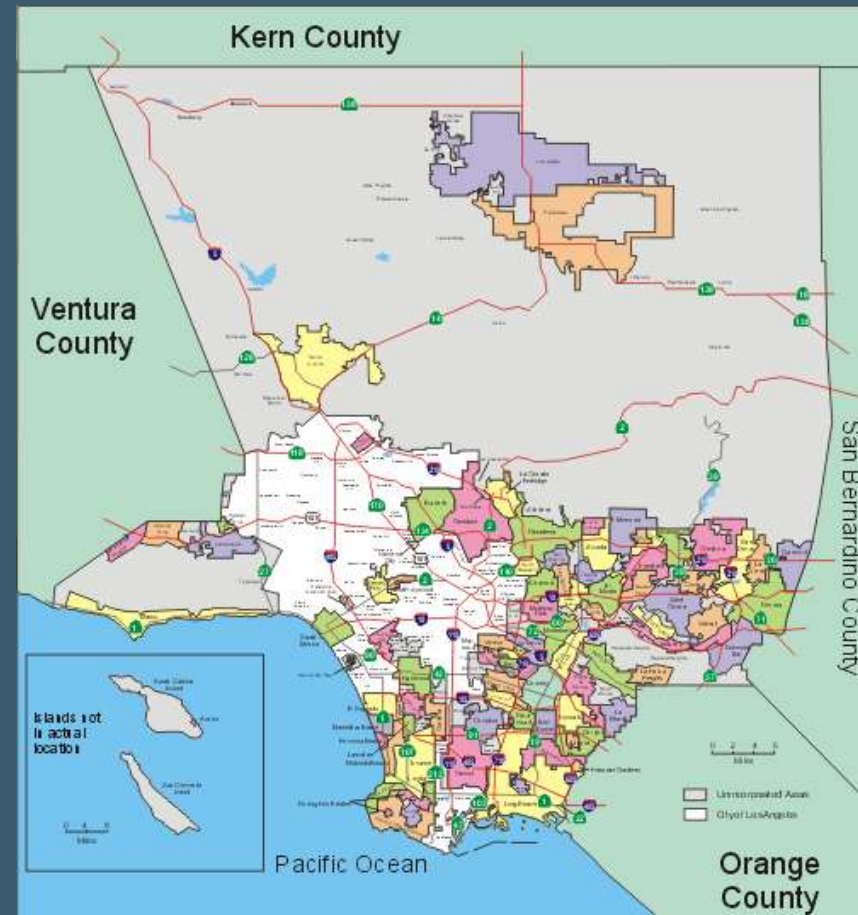
Measure R is the Story of . . .

- Key actors
- New environment
- Historic coalitions
- Timing
- Flexibility
- Calculated risk-taking



Los Angeles County

- More than 4,000 square miles
- More than 10 million people
- 88 independent cities
- Complex travel patterns
 - Many activity centers
 - Multi-directional travel
 - Long “peak” travel periods
- Infamous congestion & air quality



LA County Transportation “Actors”

- Metro: Same geographic boundaries as LA County. Responsibilities:
 - Regional transportation planning & programming
 - Rail builder
 - Regional bus & rail operator
- Caltrans: State highways
- Cities: Streets & roads
- Municipal transit operators
- Metrolink
- Ports and airports



Metro

Local Transportation Funding History

- 3 failed ballot initiatives
 - 1968, 1974 & 1976
 - Support in mid-high 40% range
- 1980: Proposition A: 1st ½ cent sales tax
- 1990: Proposition C: 2nd ½ cent sales tax



1990's: The "Dark" Days

- Post Cold-War recession
- 1993: SCRTD-LACTC Merger
- 1995: Hollywood sinkhole
- 1996: Consent Decree
- Bus vs. Rail debate
- Board & contractor scandals



A New Century: Things Begin to Improve

- Economy: Tech & real estate boom
- Project successes:
 - Launch of Metro Rapid Service (2000)
 - And all of the following on time, on budget with no construction problems:
 - 2000: Red Line to North Hollywood (HRT subway)
 - 2003: Gold Line to Pasadena (LRT with 1.8 mile subway)
 - 2005: Orange Line (dedicated busway)
- Bus service improves: APTA Agency of the Year (2006)



Middle of the Decade

- 2005: Antonio Villaraigosa becomes Mayor
 - Charismatic
 - Campaigned on “Subway to the Sea”
- Worsening congestion palpable
- Projected population growth
- Can’t build our way out State takes transportation funds to address their budget challenges
- Begin development of new Long Range Transportation Plan (LRTP)

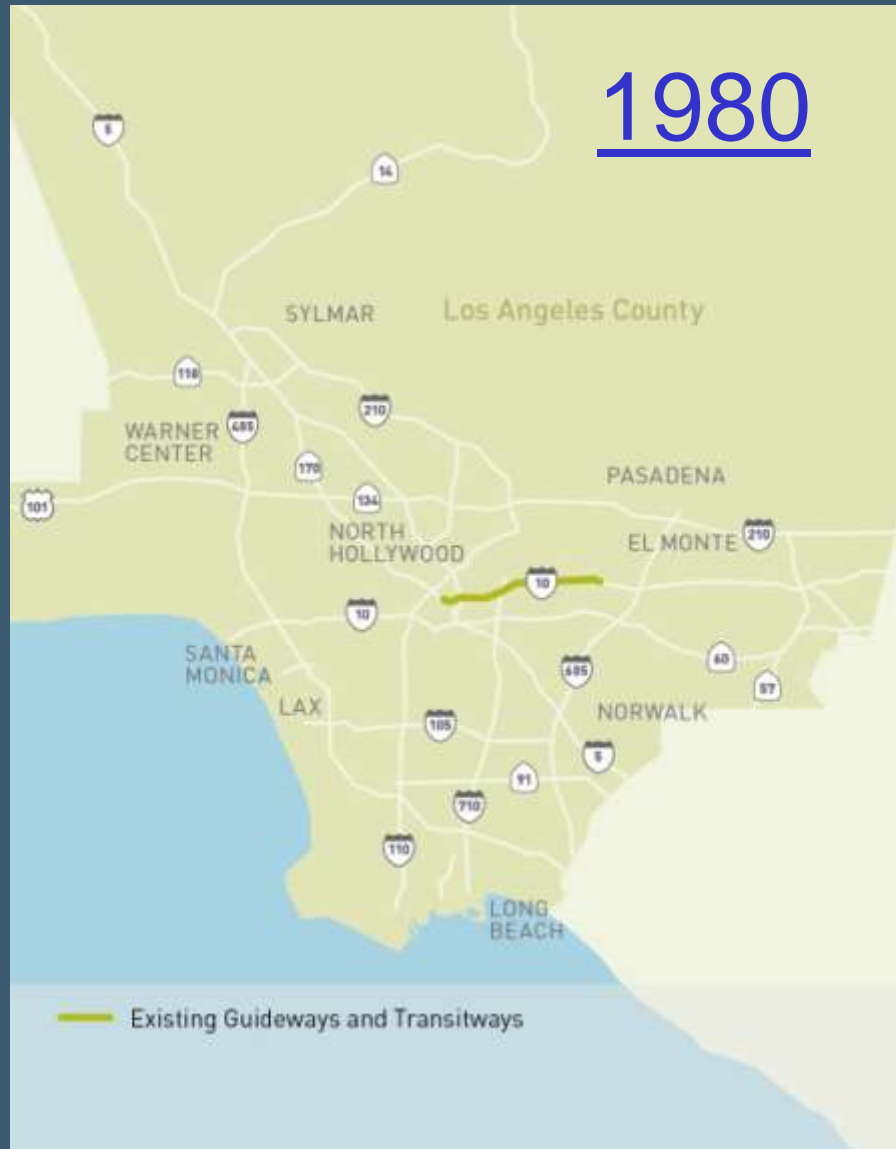


2006-07: Updating the LRTP

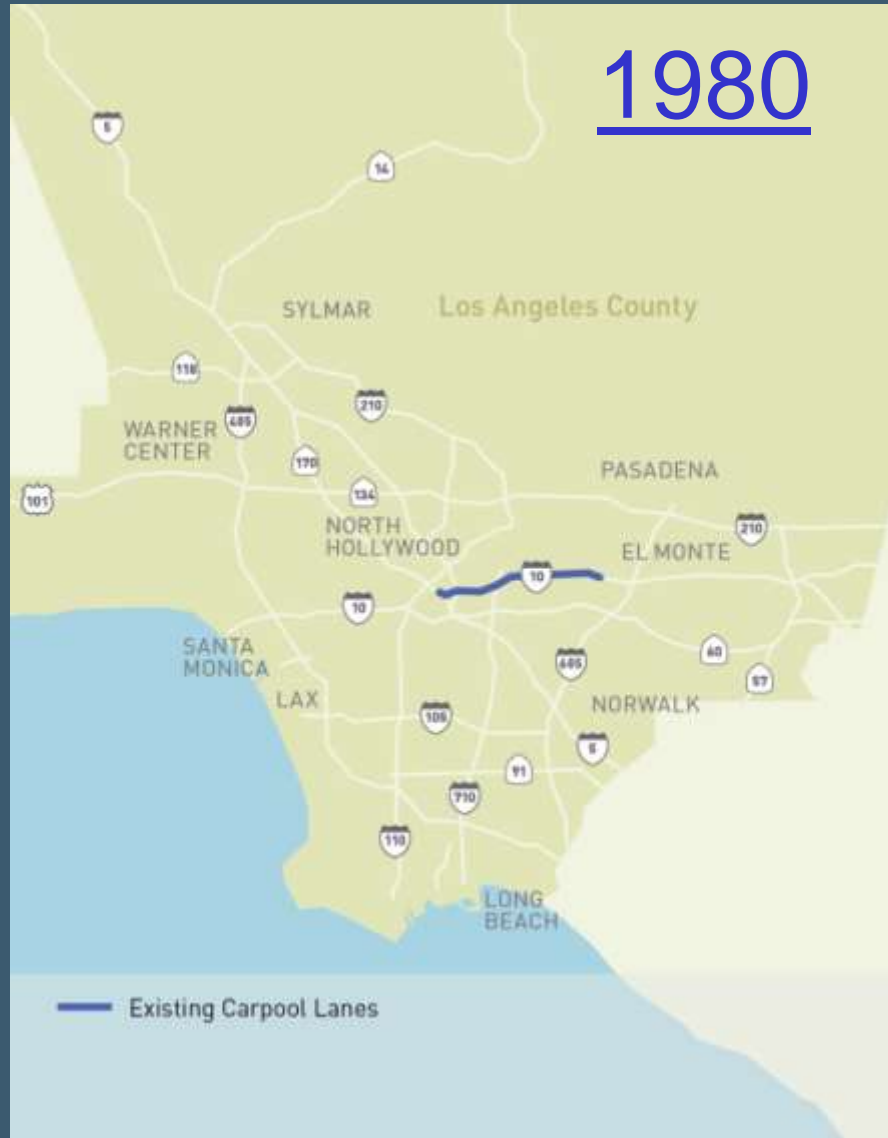
- Must be based on realistic financial forecasts
- Priorities
 - 1st: Maintain existing programs & services
 - 2nd: Fulfill commitments from prior plan
 - 3rd: New projects with any uncommitted funds
- Escalating project/construction costs
- Available “new” money dwindled to zero
- Difficult for Metro Board to accept



2008: Changed Landscape - Transit



2008: Changed Landscape - Highways



2008: Opportunities & Challenges

- Transformed view of transit & agency
 - Expanded the highway carpool network (500+ miles)
 - Built nearly 80 miles of rail & 70 stations
 - Opened 40 miles of dedicated BRT
 - Returned \$5 billion to cities
 - Helped fund & start Metrolink
- Interest in finding a new way to address unmet need
- Need to form new coalitions
- Presidential election year



Best of Luck

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