



MATT RAYMOND'S

**CELTIS VENTURES**

“Something extraordinary happened  
in Los Angeles County in 2008:

At a time when the local and national economies were  
melting down, local voters opted, by a two-thirds  
margin, to raise their own taxes.

Specifically, under Measure R they upped the county  
sales tax by half a cent on the dollar to pay for  
transportation improvements.”

*October 14, 2012, Los Angeles Times*

# Branding Measure R

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# Problems

- > Unfunded long-range plan
- > Outdated legislation
- > Dwindling state/federal funding
- > Insufficient support

# Solutions

- > Gas tax
- > Carbon tax
- > Parcel tax
- > Sales tax

# Plan

- > 2008 election pending
- > Heavy voter turnout expected
- > Leverage polling data
- > Offer benefits of new sales tax

# Attack

- > Leverage LRTP outreach
- > Build momentum for issues
- > Create a public mandate
- > Move the needle beyond 60%

# Static

- > No authority
- > No funding
- > Few believers



# Moving




# Know

- > Traffic congestion
- > High gas prices
- > Better transit system needed

# Imagine





Imagine the freedom  
to go anywhere.

Metro is imagining LA County  
a quarter century from now,  
and we need your help in  
shaping our future.

Our Long Range Transportation  
Plan is a blueprint for building  
an expanded transit network  
that's even easier to use.

It's time to share your vision,  
and find out what it will take  
to make it a reality.

Start at [metro.net/imagine](http://metro.net/imagine).


**M**  
Metro



Imagine more rail  
to more places.

**M**  
Metro

Share your vision at  
[metro.net/imagine](http://metro.net/imagine).



Imagine even  
better connections.

Metro is imagining LA County a quarter century from  
now, and we need your help in shaping our future.

Our Long Range Transportation Plan is a blueprint  
for creating simple, strategic bus and rail connections  
and steering our way out of gridlock.

It's time to share your vision, and find out what it will  
take to make it a reality.

Start at [metro.net/imagine](http://metro.net/imagine).

**M**  
Metro

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**CELTIS VENTURES**

Imagine...



Metro

Here's the plan  
Draft 2008  
Long Range  
Transportation Plan



Come to a  
Community Meeting

Thanks for telling us what you  
imagine for LA's future!

[Click here](#)

Imagine more rail  
in more places.



What others are saying  
Imagine Blog

Purple Line / Subway to Santa Monica  
should be the MTA's NUMBER ONE  
priority.

clovis

[Click here](#)

Poll Question

To fund new projects, would you  
rather...

- Do nothing, I'm fine with things  
the way they are.
- Find additional resources  
through a local tax or other  
funding source.

[Vote](#)

Total Votes : 4752

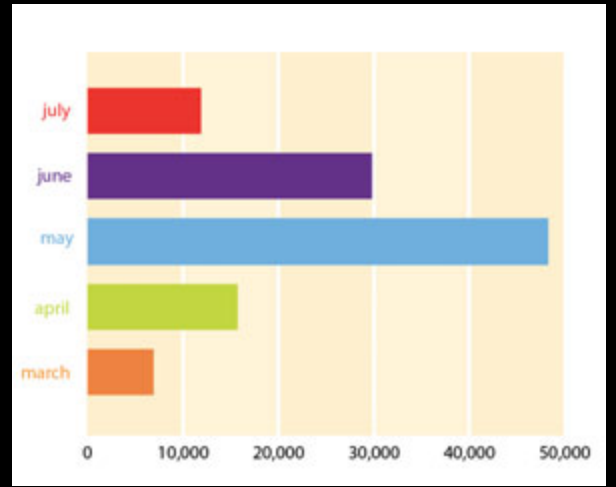
Get the Scoop

[The Story](#)  
[View the map](#)

See the future



Imagine an expansive rail system with trains so  
frequent, no one needs a timetable.



# Anger

- > Gas prices
- > Gridlock
- > Pot holes

# Joy

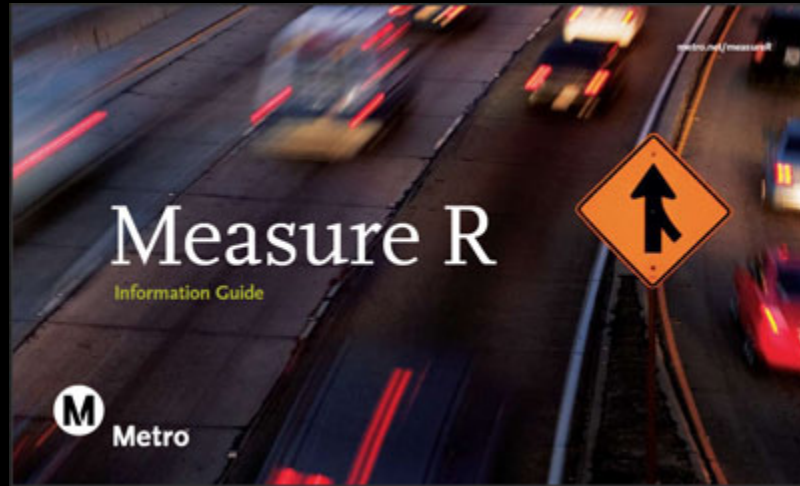
- > More rail
- > Better highways
- > Local improvements
- > Turn signals

# Question

> How ?



# Answer



# Simple

- > Messaging
- > 5-Point Plan



Los Angeles County  
Metropolitan Transportation Authority

Text Only

NEWS & MEDIA PROJECTS & STUDIES BUSINESS INFO METRO STORE JOBS ABOUT US

METRO TRIP PLANNER



- 1 RAIL EXPANSION
- 2 STREET IMPROVEMENTS
- 3 TRAFFIC REDUCTION
- 4 PUBLIC TRANSPORTATION
- 5 QUALITY OF LIFE

INTRODUCTION

FIND OUT MORE

#### Measure R works for LA

Everyone talks about being stuck in traffic, but Los Angeles County voters did something about it.

In November 2008, Measure R was approved by an amazing two-thirds majority, committing a projected \$40 billion to traffic relief and transportation upgrades throughout the county over the next 30 years.

Measure R will help fund dozens of critical transit and highway projects, create more than 210,000 new construction jobs and infuse an estimated \$32 billion back into the local economy, according to estimates by the nonprofit Los Angeles County Economic Development Corporation.

Measure R goes into effect July 1, 2009, but Metro is already working to launch its implementation.

[Latest Measure R Progress Report](#)

#### Immediate benefits

Some of Measure R's most immediate benefits will be for the 88 cities in Los Angeles County. In the first full year of implementation, local jurisdictions are expected to receive a total of over \$100 million for their transportation needs.

These funds may be put to work by cities for projects such as pothole repairs, major street resurfacing, left-turn signals, bikeways, pedestrian improvements, streetscapes, traffic signal synchronization and local transit services.

#### New projects, lower fares

The remaining Measure R funds will finance dozens of new transit and highway projects countywide and accelerate those already in the pipeline. In addition, fares for Metro bus and rail service will remain the same for a year, while discounted fares for disabled, senior, student and Medicare riders will not be raised for five years.



#### INTRODUCTION

Background on Measure R



#### WHAT'S IN MY AREA?

View proposed Measure R by Subregion



#### FREQUENTLY ASKED QUESTIONS

Get Answers To All The Most Commonly Asked Questions



#### BALLOT LANGUAGE, EXPENDITURE PLAN & ORDINANCE



#### PROJECT INDEX

Listing of Measure R



#### REPORTS

Read the reports

Los Angeles County  
Metropolitan Transportation Authority



# MEASURE R

TRAFFIC RELIEF — RAIL EXTENSIONS — REDUCE FOREIGN OIL DEPENDENCE

Measure R is a half-cent sales tax to fund transportation improvements throughout Los Angeles County.



Metro

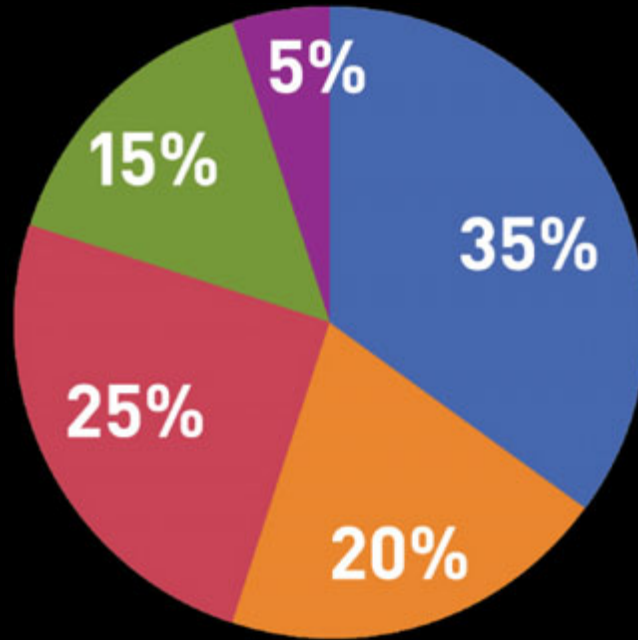


MATT RAYMOND'S  
CELTIS VENTURES

# Complex

- > Ordinance
- > Combining polling, LRTP & SB 314
- > Expenditure plan
- > New state legislation
- > Politics

# General



# Specific

- > Individual project timelines
- > Financial projections
- > Funding scenarios
- > Sub-regional equity
- > Oversight

# Opposition

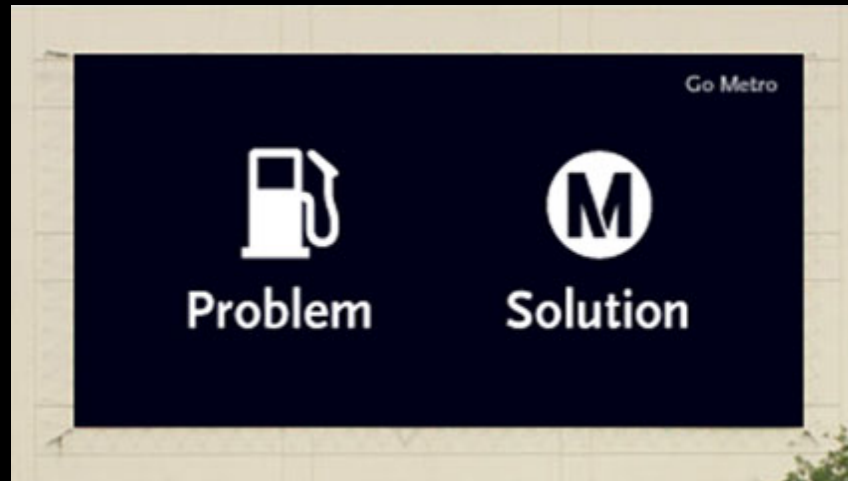
- > Political sub-regions
- > No “paid”



# Support

- > Public
- > Move LA
- > AAA
- > Business
- > Labor
- > Students

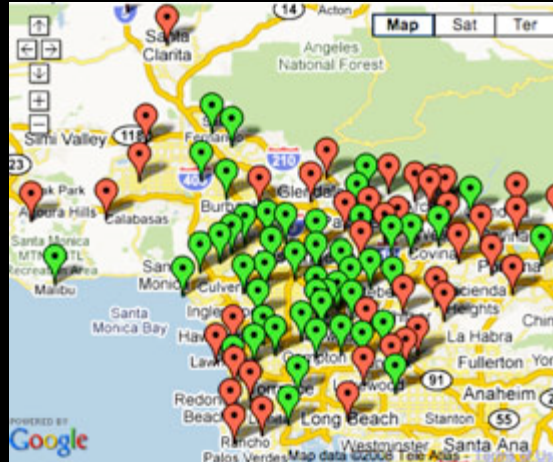
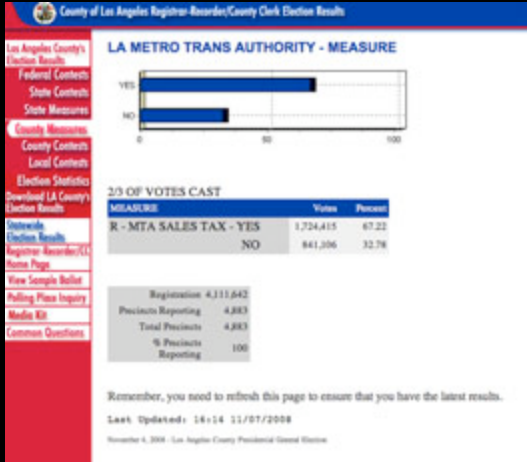
# Public



# Private

- > Metro unable to advocate
- > External campaign
- > Continued theme
- > TV & Radio

# Victory!



# Generic

- > Half-cent sales tax
- > Transportation improvements

# Brand

- > Promise – a solution
- > “Imagine”
- > “Measure R”
- > “Opposites”

# Election Essentials

- > Reliable research
- > Political perspective
- > Powerful platform
- > Decisive direction
- > Meaningful messaging
- > Optimal outreach
- > Substantial support
- > Bold Brand

# Questions