LA Rail & Busway System 1988
Launch of Measure J began here
Key Ingredients to Success!

- Leadership with Vision
- Demographics of Electorate
- Constituency Collaboration
- Good Timing: Strong Presidential Election Turnout
Measure R Spending

- 35% Rail & Rapid Transit Expansion
- 20% Highway Improvements
- 20% Bus Operations
- 15% Local Improvements
- 5% Rail Operations
- 3% Metrolink Capital
- 2% Metro Rail Capital

JOBS
Yes on Measure J
Measure J will accelerate 250,000 Good Jobs

- 250,000 of Measure R’s 400,000 jobs created over the next decade
- More than half of these accelerated jobs are related to construction.
- Project Labor Agreement & Construction Careers Policy
Measure J is NOT Regressive

In California
No Sales Tax on:

• Rent
• Food
• Gasoline
• Utilities
• Medical & Health services
• Transportation