Measure R: Getting to “Yes”

Jody Litvak
Community Relations Manager
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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
Local Transportation Funding History

- 3 failed ballot initiatives
  - 1968, 1974 & 1976
  - Support in mid-high 40% range
- 1980: Proposition A: 1\textsuperscript{st} ½ cent sales tax
- 1990: Proposition C: 2\textsuperscript{nd} 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
  1\textsuperscript{st}: Maintain existing programs & services
  2\textsuperscript{nd}: Fulfill commitments from prior plan
  3\textsuperscript{rd}: 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

1980

2008
2008: Changed Landscape - Highways

1980

2008

- Improvements since 2001 Plan
- Highways Under Construction
- Existing Carpool Lanes
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

Jody Litvak
(213) 922-1240
LitvakJ@metro.net