“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

Matt Raymond
President/CEO
Celtis Ventures, LLC
www.CeltisVentures.com
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 Outdated legislation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.

Imagine more rail to more places.

Share your vision at 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 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.
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?
Simple

> Messaging
> 5-Point Plan
Measure R

Information Guide

INTRODUCTION

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 $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 surfacing, left turn signals, bike lanes, 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.
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
Complex

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

- 35%
- 25%
- 20%
- 15%
- 5%
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

Problem
Solution
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