

The background features a large, stylized graphic of the letters 'M' and 'A' in a light cream color, set against a dark green circular backdrop. This is further framed by a large, curved orange shape that sweeps across the middle of the slide. The bottom left corner is a solid black area containing the Metro logo.

Potential Ballot Measure Education Program Update

December 10, 2015



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A New Name

- Enough of Measure R2!
- Need to name this plan to improve mobility, relieve congestion and enhance quality of life over the next 40 years
- Evaluated feedback from the public:
 - **Traffic** congestion is biggest concern
 - Want to know Metro has a **plan**
 - Want focus on **solutions**, not just problems

A New Name

- Proposed name:

The Traffic Solutions Plan

- All mobility impacts traffic
 - Automobile traffic, bus traffic, train traffic, bicycle traffic, foot traffic
- Provides opportunity to rename the Long Range Transportation Plan to reflect the purpose of the plan

Broad and Targeted Messaging

- Ability to craft broad messaging...
 - Metro Eases Traffic...1.4 million trips a day
 - Metro Eases Traffic...Gold Line Extension Opening March 5
- ...and personalized messaging
 - “Mary’s traffic solution is a train to the ocean”
 - “Joe’s traffic solution is more bikeways”
 - “Lupe’s traffic solution is better local streets”
 - “Mike’s traffic solution is getting home on time for dinner”



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Education Program

- Several processes in development:
 - Tactical plan – month-by-month
 - Media buy for Q1
 - Stakeholder Outreach Matrix
 - Key messages
 - Rapid Response Plan
 - Regional Communicators Briefing
 - Public meetings
 - Telephone town hall meetings
 - Video of our process



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Education Timeline

- **Launch outdoor advertising** – January 2016
- **Launch Traffic Solutions Plan website** – January 2016
- **Public Polling** – February 2016
- **Expenditure Plan Recommendation to Board** –
March 2016
- **Public meetings** – March/April 2016
- **Telephone town halls** – May 2016



Thank you



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