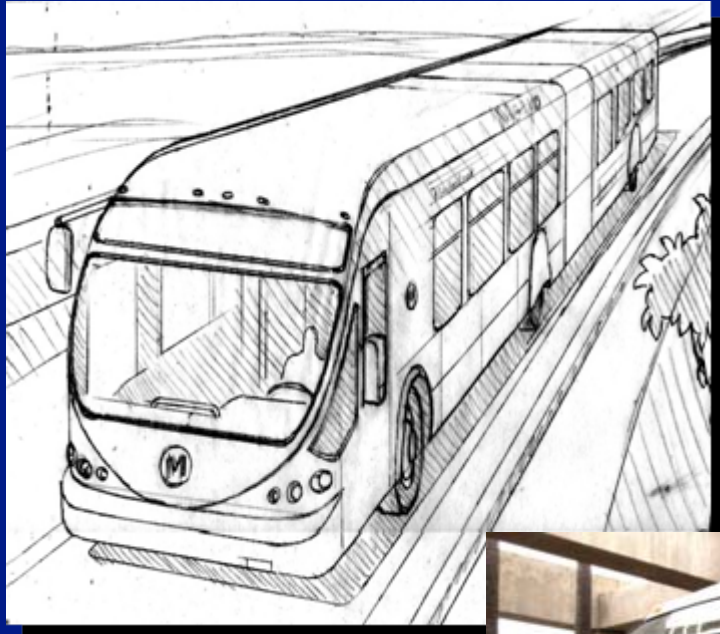


Measure R Implementation and Communication Plan

June 18, 2009

Measure R: Moving from concept to reality



- Implementation
- Communication



Implementation Plan

Progress to Date

- ✓ Assembling data and information for July 16 Measure R Workshop
- ✓ Completed Measure R baseline study
- ✓ Developed administrative guidelines for the 20% Bus Operations Program, \$150 million Municipal Regional Clean Fuel Bus Capital facilities and Rolling Stock (Bus Capital) and the 15% Local Return Program

Implementation Plan

The Next 90 Days

- Explore opportunities to accelerate project delivery
- Refine project budget, cash flow and project delivery schedule for each project
- Combine existing federal, state and local funding with Measure R funds to accelerate project delivery

Implementation Plan: Next 90 days continued

- Explore public, private partnerships
- Work with FTA to expedite federal approval processes
- Work with the state to resolve funding shortfalls
- Establish advisory panel
- Create progress report website/publication

Implementation Plan: Next 90 days continued

- Continue to work with the cities/COGs, transit operators and Metrolink to develop program guidelines
- Conduct a Measure R Workshop on July 16

Advisory panel

- Judges to be selected
 - County Supervisors
 - City of Los Angeles
 - League of Cities
- Judges select advisory panel (no more than two)
 - Construction trade labor union representative
 - Environmental engineer or environmental scientist
 - Road or rail construction firm project manager
 - Public and private finance expert
 - Regional association of businesses representative
 - Transit system user



Measure R
Public Information Plan
Matt Raymond



Metro

June 2009

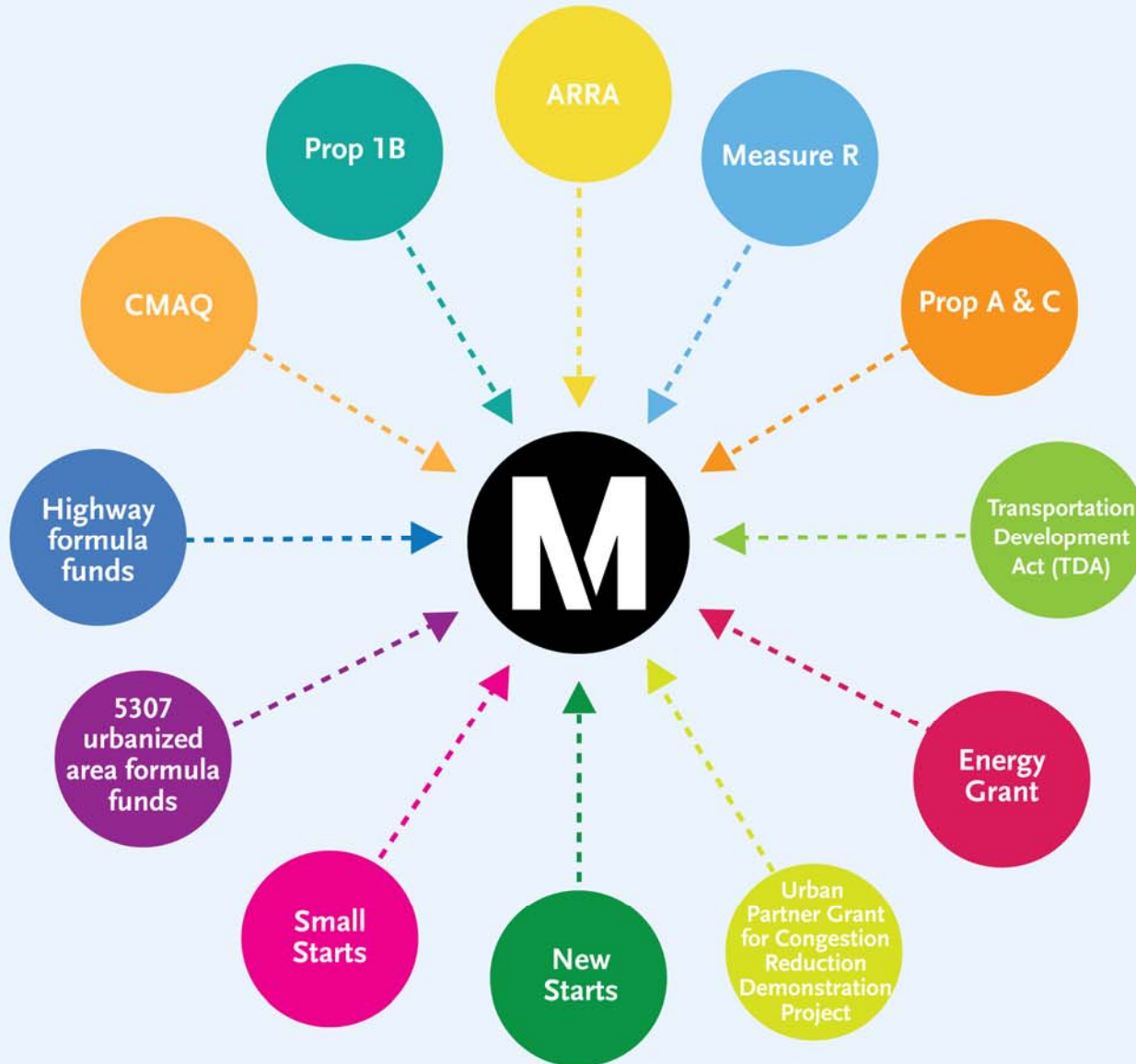
Approach

- > Constant communications
- > Research, track and continually report on results
- > Meet public expectations and deliver on promises
- > Provide clear and consistent communications
 - Fact sheets
 - Notices
 - Web pages
 - Press releases
 - Additional materials

Goals

- > Report on Measure R progress
- > Promote individual projects
- > Communicate comprehensive plan

Various Funding Sources



A Consistent and Cohesive System

Gold Line
Foothill Extension
Project Summary



M Metro

Orange Line
Canoga Extension
Project Summary



M Metro

Purple Line Extension
Project Summary



M Metro

Green Line
LAX Extension
Project Summary



M Metro

Regional Connector
Project Summary



M Metro

Expo Line Phase 2
Project Summary



M Metro

Crenshaw Corridor
Project Summary



M Metro

I-405 Sepulveda Pass
Project Summary



M Metro

Gold Line Eastside
Extension Phase 2
Project Summary



M Metro

Local Return
Project Summary



M Metro

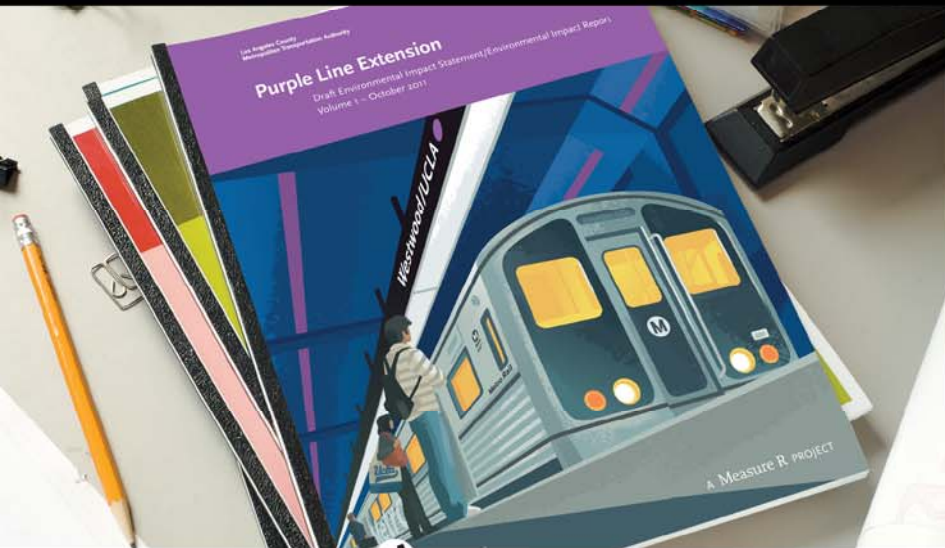
Comprehensive Project Information



Direct mail meeting invitation



Display board



DEIR/EIR and other report covers



Construction site signage

Reporting Measure R Progress



On printed materials



On project signage



On public updates and notices

Questions?