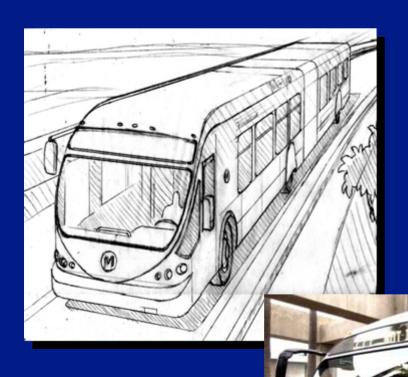
Measure R Implementation and Communication Plan

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

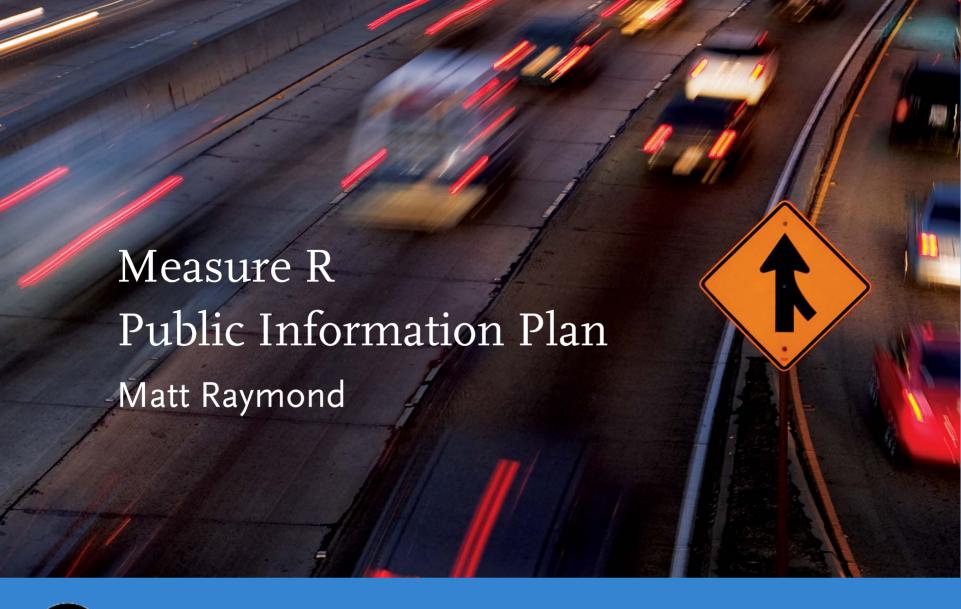
- Continue to work with the cities/COGs, transit operators and Metrolink to develop program guidelines
- Conduct a Measure R Workshop on July 16



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







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

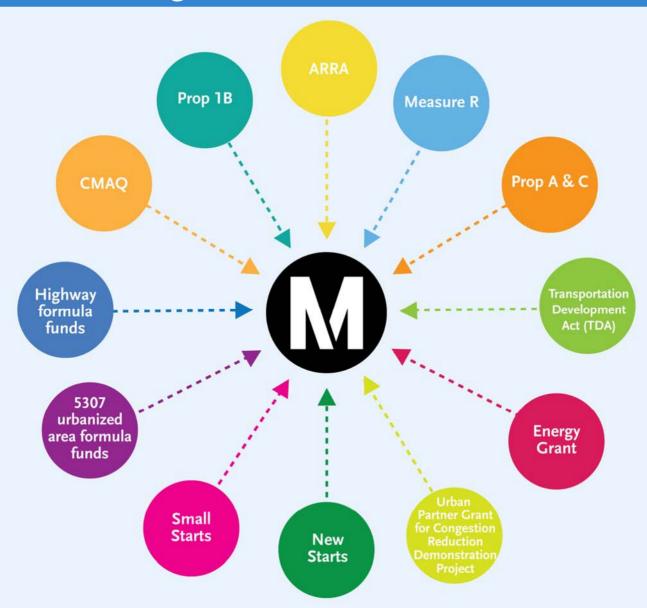


Goals

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



Various Funding Sources



A Consistent and Cohesive System













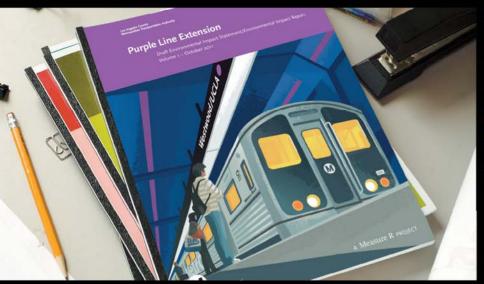




Comprehensive Project Information



Direct mail meeting invitation



Purple Line Extension Scoping Meeting Bienvenida y Orientación El propósito de esta reunión ambiental es para recibir comentarios públicos sobre el ámbito del Reporte de Impactos Ambientales (EIR, por sus Welcome and Orientation
This environmental scoping meeting is for
the public to comment on the scope of the
Environmental Impact Report (EIR) on the siglas en ingles) sobre la propuesta extensión del Metro Orango Line. El EIR estudiará las proposed northern extension of the Metro Orange Line. The EIR will study alternatives alternativas que conectaran el Metro Orange Line Canoza Station con el Chatsworth Metro that would connect the Metro Orange Line Carroga Station with the Chatsworth Metrolink Station (and a possible on-street Station (y con una posible extensión sobre la autopista SR-118). extension to SR-118). Por medio de este taller, queremos que hagan At this workshop, we would like you to: lo siguiente: . Revisar los carteles Review the scoping meeting boards
 Familiarize yourself with the nine z. Familiarizarse con los nueve alternativos Project Alternatives 3. Provide written and verbal comments pertaining 3. Proveer comentarios escritos o verbales acerca to environmental issues, alignment alternatives. de los asuntos ambientales, alternativas de la mitigation measures and other issues that alineación, medidas de mitigación, y otros ter

Display board



DEIR/EIR and other report covers

Construction site signage

Reporting Measure R Progress



Questions?

