Measure R Implementation and Communication Plan

June 18, 2009

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Measure R: Moving from concept to reality
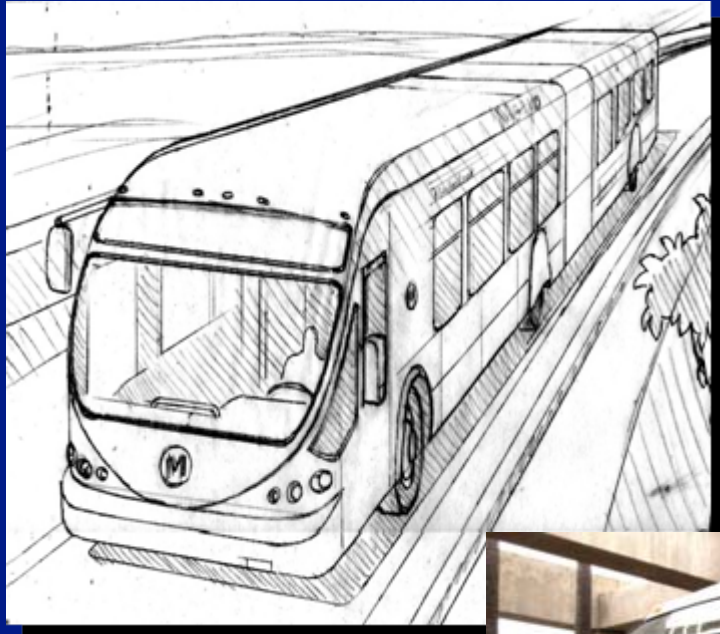
- **Implementation**

- **Communication**

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Implementation Plan

Progress to Date

- ✓ **Assembling data and information for July 16 Measure R Workshop**
- ✓ **Completed Measure R baseline study**
- ✓ **Held initial meetings with the Local Return Task Force and the Bus Improvement Plan Task Force regarding implementation guidelines.**
- ✓ **Reviewed current project cost estimates, cash flow requirements and project delivery schedules for transit corridor projects.**
- ✓ **Combined future anticipated federal, state and local funding with Measure R funds and released proposed Long Range Plan update showing delivery of transit corridor projects on Measure R schedule.**
- ✓ **Obtained highway project cash flows from Caltrans and ACE; met with COG's that have operational improvement funding.**

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Implementation Plan

The Next 90 Days

- **Explore opportunities to accelerate project delivery**

- **Work with Caltrans, ACE and COGs to propose cash flow schedules for Measure R highway and sound wall projects that did not include completion dates.**

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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**

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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**

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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

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Measure R
Public Information Plan

Matt Raymond

# 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

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Goals

> Report on Measure R progress

> Promote individual projects

> Communicate comprehensive plan

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Various Funding Sources
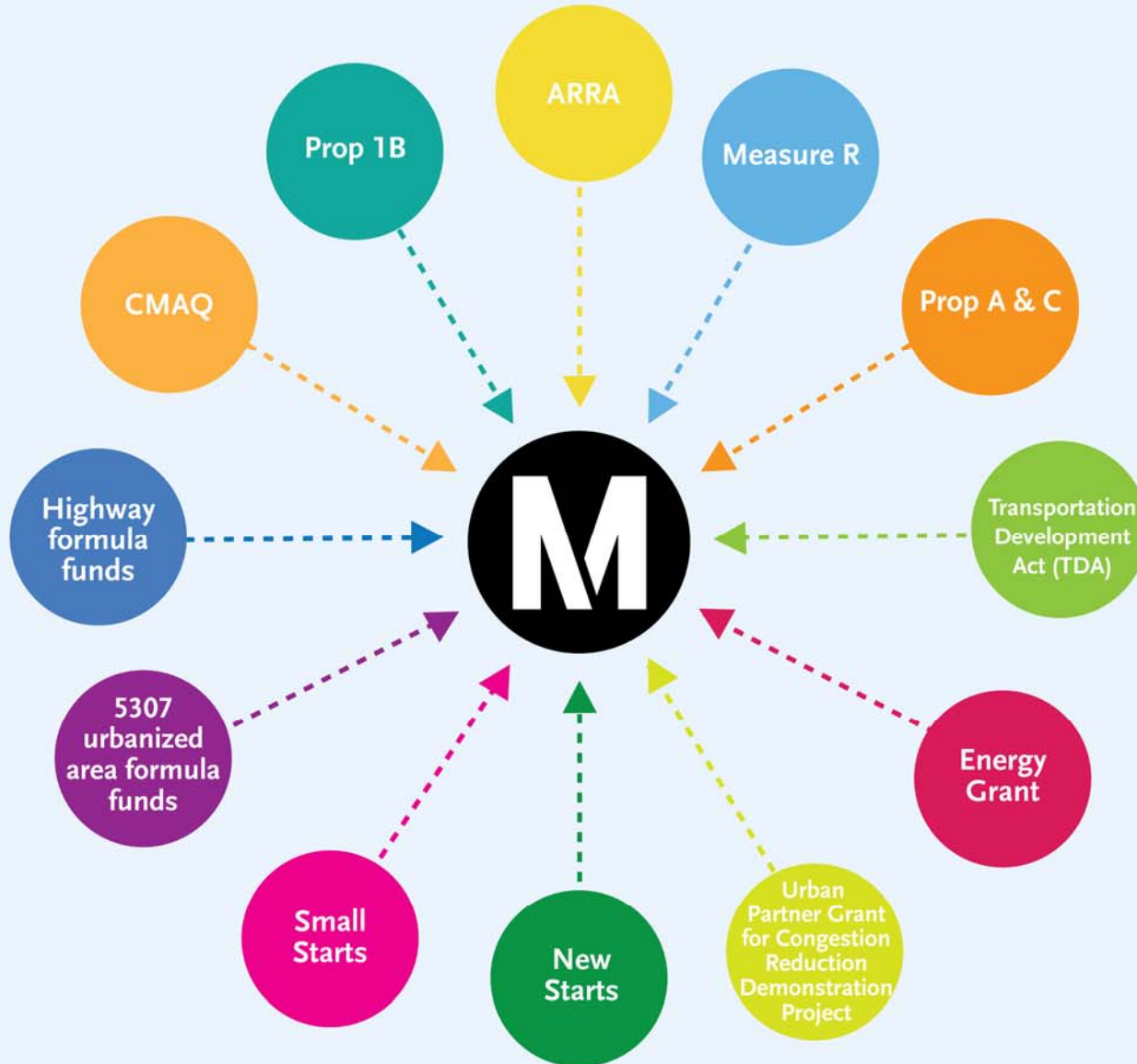
A Consistent and Cohesive System

Gold Line Foothill Extension — Project Summary — Metro

Orange Line Canoga Extension — Project Summary — Metro

Purple Line Extension — Project Summary — Metro

Green Line LAX Extension — Project Summary — Metro

Regional Connector — Project Summary — Metro

Expo Line Phase 2 — Project Summary — Metro

Crenshaw Corridor — Project Summary — Metro

I-405 Sepulveda Pass — Project Summary — Metro

Gold Line Eastside Extension Phase 2 — Project Summary — Metro

Local Return — Project Summary — Metro
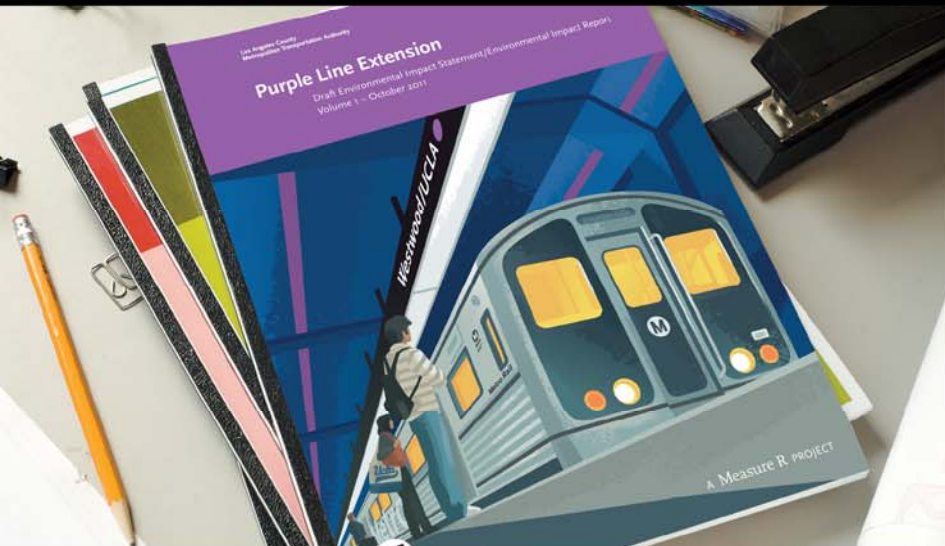
Comprehensive Project Information

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?

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