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The Measure R web pages offer in-depth descriptions of projects that would be funded if the sales-tax measure is passed by voters. Check it out: [Metro.net/measureR](#)

New Web Pages Offer Rich Collection of Measure R Information

- Pages list projects that would receive funds from sales tax increase

(Aug. 21, 2008) New Metro web pages provides a colorful and comprehensive source of information about Measure R, the half-cent sales tax increase planned for the Nov. 4 general election.

Available from the "Spotlight" section of the metro.net homepage, the [Measure R](#) pages use colorful bands to highlight brief descriptions of the proposition's key benefits: Rail Expansion, Local Street Improvements, Traffic Reduction, Better Public Transportation and Quality of Life.

If visitors want the nuts and bolts on Measure R, icons on the right lead the eye to the site's five divisions, each stuffed with graphics and details in plain-language text:

- What's the Plan? (An introduction to Metro's Five Five-Point Plan)
- What's in My Area? (View Metro's Proposed Five Five-Point Plan Projects by Sub-region)
- Taxpayer Safeguards & Oversight (Strong Protection of Projects)
- Project Index (See All of Metro's Five-Point Plan Projects From A to Z)
- Latest News Reports & Polls (Latest Press Releases Regarding Metro's Five-Point Plan)

Using maps and a list of projects organized by sub-region, "What's in My

Area” shows how communities would benefit from each funded project. (It is expected that Measure R would generate \$40 billion over the 30 years it would be law.)

One map, for example, shows proposed highway improvement projects while another shows proposed rail and rapid transit expansion.

Measure R would fund congestion relief projects in Los Angeles County, if approved by two-thirds of the voters. “Taxpayer Safeguards & Oversight” describes how the measure would ensure the projects voters were promised are funded.

“Project Index” offers a combined list of all the projects and links to thumbnail descriptions of each.

Colorful and accessible while offering precise detail, the new web pages describe a measure that will continue to make news.