Measure R Implementation and Communication Plan

April 16, 2009

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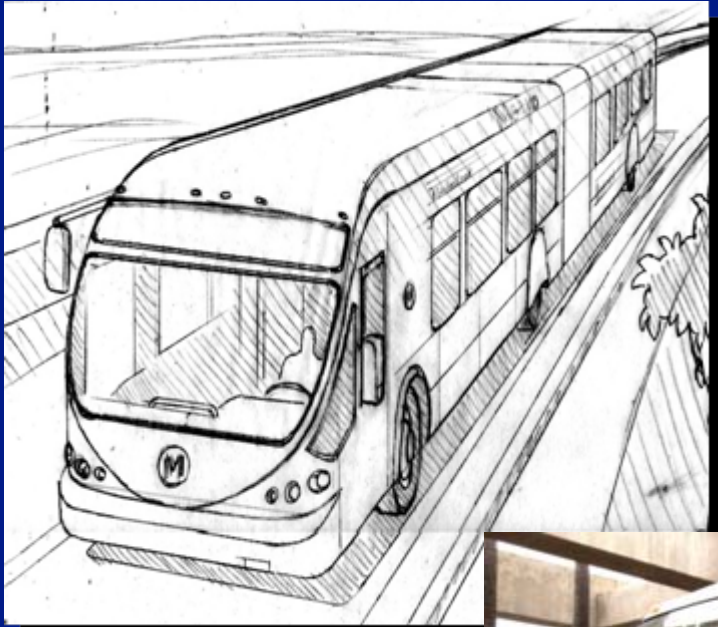
- **Implementation**

- **Communication**

Implementation Plan

Progress to Date

- ✓ **Established Internal management project delivery task force**

- ✓ **Established Local Return task force representing all COG's and cities to develop program guidelines**

- ✓ **Established Bus Improvement Plan task force representing transit operators**

- ✓ **Held initial Measure R discussion meeting with Metrolink**

- ✓ **Established General Manager task force to ensure bus service coordination**

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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**

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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**

- **Identify staffing requirements for major project delivery tasks**

- **Establish project/task level budget for 1 ½% administration fund**

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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
Communications Plan

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Outreach/strategies for brand recognition

- Coordinated effort
- Your tax dollars at work
- Brand recognition: "Measure R Project"
- Brand Measure R into lasting program
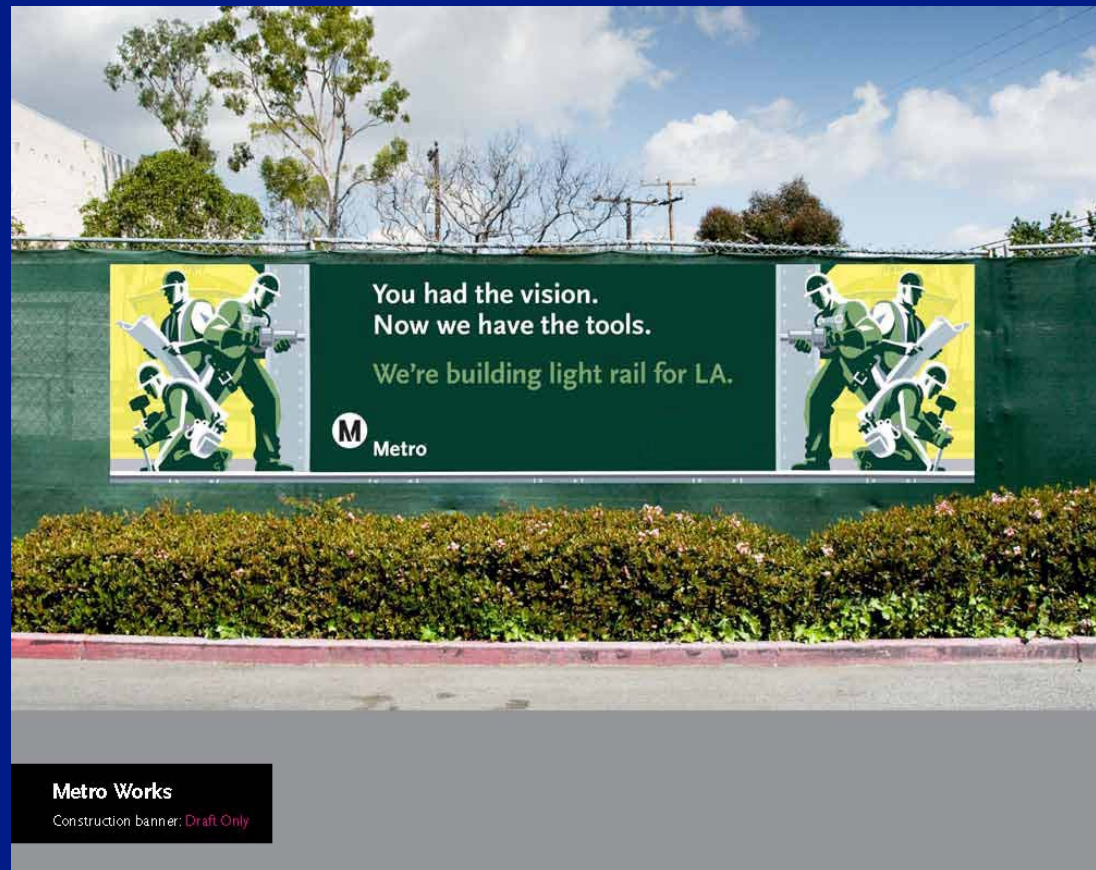- Constant presence
- Complete transparency

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Review of similar identification efforts

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Evaluating tactical approaches

- **Project identification**

- **Informational campaigns**

- **Internet**

- **Signs & banners**

- **Vehicle & facility**

- **Free media**
- **Taxes paid, benefit received**

You had the vision.
Now we have the tools.

We're building light rail for LA.

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Metro Works
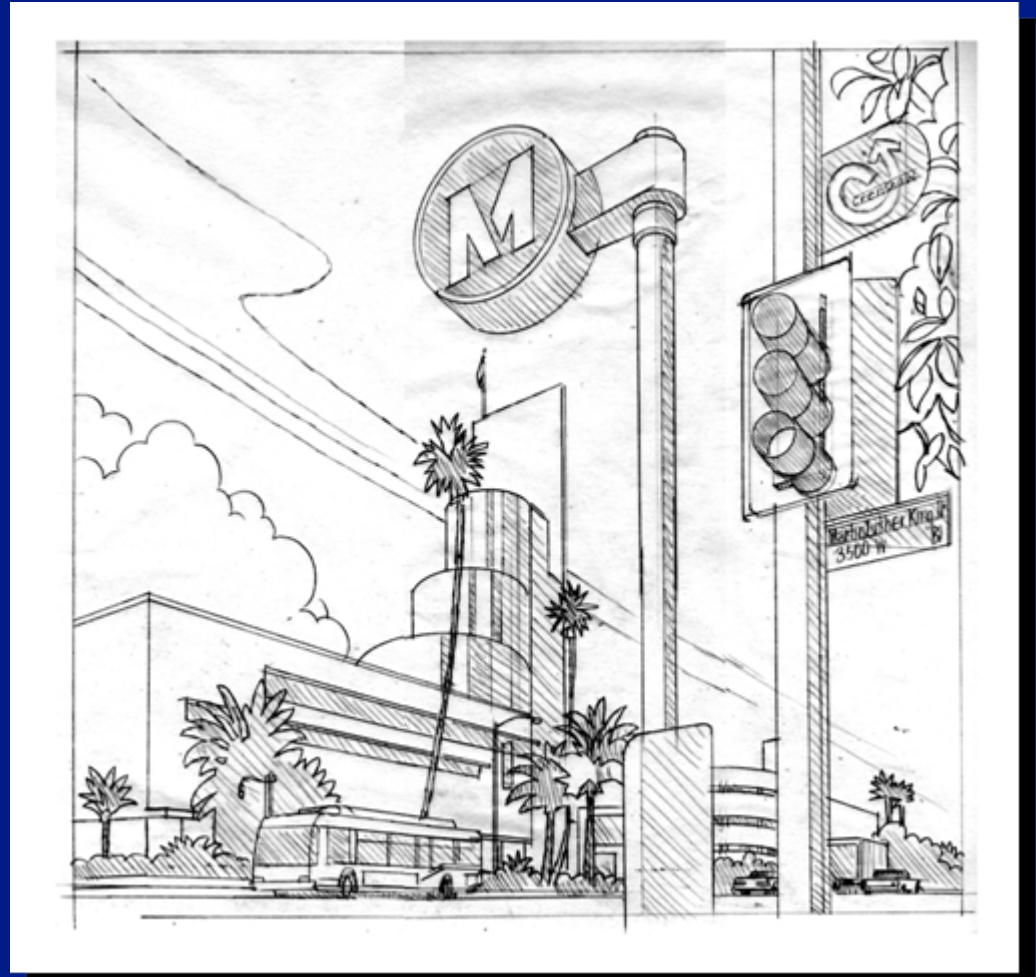Construction banner: Draft Only

Examples

Examples

Showcase quick hits

- **Low fares**

- **Local return**

- **Leveraged funding**

- **Economic stimulus**

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Questions?

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