Lessons Learned from Measures R & M
Measures R+M will double the size of LA County’s transit system.

Measure R (67.4% YES) + Measure M (71.2% YES) = $120 Billion in Public Infrastructure Investment...
Where we were 25 years ago
Measure R in Nov. 2008

67.4% of voters approve
1/2 cent sales tax measure to raise $40 B over 30 years transportation
Move LA built the business, labor, environmental coalition to tee it up
LA Metro and Mayor Villaraigosa brought it home.

Measure J in Nov. 2012

Receives 66.1%, but fails to get 2/3
To extend Measure R to 60 years, enable project acceleration
Move LA’s Most Significant Accomplishments

Measure M in Nov. 2016

71.2% of voters approve

New 1/2 cent sales tax with *no sunset* & extends R with *no sunset*.

Together $120 B over 40 years

Move LA expands coalition to convince LA Metro to do Measure M.

We tee it up, LA Metro and Mayor Garcetti brought it home
Expenditure Plan Categories

**Transit Capital – 37%**
- 35% - Transit Construction (includes 2% for System Connectivity & First mile/Last Mile)
- 2% - Metro State of Good Repair

**Transit Operations – 28%**
- 20% - Bus Operations
- 5% - Rail Operations
- 1% - Metrolink Operations
- 2% - Senior/Disabled/Student services
Expenditure Plan Categories

Highways, Arterials – 17%
Includes 2% for System Connectivity
(Ports, Goods Movement & Bottleneck projects)

Local Return – 17% (in 2040 rises to 20%)
Includes local streets & arterials, local transit, local paratransit, local ped-bike, and local First-Last-Mile
Active Transportation: > 6% in multiple project categories

2% Active Transportation Program for Specific Projects

Additional funding in other categories:

- **Highway Program:** Complete streets, shared-use mobility, mobility hubs, transit to trails, parks & waterways.
- **System Connectivity:** First mile-last mile, transit bikeways
- **Local Return:** More $$ if used for ped-bike as well.
3 other major tax or bond measures on the same ballot on LA County in 2016

Los Angeles County: Parcel Tax increase for parks

Los Angeles City: $1.2 B Bond for homeless housing

LA Community College District: $3 B capital bond

All approved with over 70%
Lesson #1

FORTUNE

FAVORS

THE BOLD

Especially when you need 2/3 vote!

Hint: He’s Virgil
Lesson #1 (cont.)

• Voters are much more ready to support taxes than elected officials – especially for the big stuff.

• Avoid a long list of local projects. Go for a strongly defined regional program + give locals $$ for projects.
Lesson #2:  
Two Kinds of Coalitions

Coalition of Constituencies

&

Coalition of Communities
Coalition of Constituencies
Defined by their interests, not by geography

- Environmental
- Environmental Justice
- Labor, esp. building trades
- Business associations
- Engineering
- Construction Mgmt.
- Bike/Ped advocates
- Faith community
- Social equity community
- Older adults
- Persons with disabilities
- Students

Informal role in developing measure – but must be happy with it.
Key to the campaign!
Coalition of Communities
Defined by geography

- South Bay Cities
- Gateway Cities
- San Gabriel Valley Cities
- Westside Cities/Communities
- San Fernando Valley Cities
- Arroyo Verdugo Cities
- City of Los Angeles

A formal role in developing measure, but no direct role in the campaign – yet their opposition can kill!

Lesson 3:
Very important to share benefits and opportunities countywide
Lesson #3:
Political Leaders Matter

1. Lends credibility to their base
2. Can neutralize opposition
3. Some will help fundraising

Poll to be sure how best to use their leadership and their endorsements
Lesson #4

Messaging Matters

• Tell the voters what is most important to them – not what is most important to you.

• Voters cared about transit less than a desire to reduce congestion & emissions and create local jobs
Lesson #5: Which Tax?

Polling says voters preferred the sales tax!

- In California sales tax has important exemptions to reduce burdens on low-income residents and voters
- 60% of sales tax paid by businesses, 8% by tourists
- Less than one-third paid by families

<table>
<thead>
<tr>
<th>California Doesn’t Have Sales Tax On:</th>
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<tbody>
<tr>
<td><strong>Housing</strong></td>
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<tr>
<td>• Rent</td>
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<tr>
<td>• Utilities</td>
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<tr>
<td><strong>Transportation</strong></td>
</tr>
<tr>
<td>• Transit Fares</td>
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<tr>
<td>• Transit Passes</td>
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<tr>
<td><strong>Food</strong></td>
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<tr>
<td>• Food products not prepared or served in a restaurant</td>
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<tr>
<td><strong>Health Care</strong></td>
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<tr>
<td>• Prescription Medicines</td>
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<tr>
<td>• Services from doctors and other health care professionals</td>
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</tbody>
</table>
Lesson #6
How Long a Measure?
30-Year v. No Sunset

Voters don’t care, unless funded opposition makes the argument.
What’s Next for Move LA?

Moved LA

Now it’s time to

Move SoCal
“Vision 2020 Strawman” Expenditure Plan

4-County South Coast Air District
LA, Orange, San Bernardino, Riverside counties

1/2 cent sales tax

Revenue $65 B over 30 years

• Dramatic Reductions in GHGs/SLCPs to Abate Climate Change
• Finally Achieve Clean Air
• Metrolink as a zero-emission, high-velocity, express system
• Expand Regional Transit