

Vote Yes on MEASURE M on Nov. 8!

Measure M will:

- Reduce the time people are stuck in traffic by 15% a day
 - Create 465,000 jobs throughout LA County
- Ease traffic immediately by repairing potholes and repaving local streets in all 88 cities in LA County
 - Keep fares affordable for seniors, people with disabilities and students
 - Retrofit overpasses and bridges for earthquake safety

Join us in Supporting Measure M!



Los Angeles Area
Chamber of Commerce



Los Angeles Times



LOS ANGELES COUNTY
FEDERATION OF LABOR,
AFL-CIO

American Heart Association

American Institute of Architects - LA

American Planning Assn. - LA

American Stroke Assn

Avance Los Angeles Democratic Club

Beyond the 710

Bike San Gabriel Valley

Cedars-Sinai Hospital

CLUE (Clergy and Laity United
for Economic Justice)

Communication Workers of America

So. California Council

CALIF (Communities Actively Living
Independent & Free)

Crenshaw Chamber of Commerce

Democrats of Pasadena Foothills

Downtown LA Neighborhood Council

Downtown Pasadena Neighborhood Association

East Area Progressive Democrats

FAST (Fixing Angelenos Stuck in Traffic)

Friends of the LA River

Global Green USA

Green Party of California

Independent Living Center of
Southern California

LA Unified School District, Board of Education

LA Voice

LA/Orange Counties Building
& Construction Trades Council

LA Business Council

LA Community College District

LA BizFed

LA County Democratic Party

LA Latino Chamber of Commerce

LA League of Conservation Voters

LA Walks

LA Young Democrats

Move LA

New Frontier Democratic Club

One LA

Pasadena Complete Streets Coalition

RailLA

River LA

San Gabriel Valley Economic Partnership

Santa Clarita Valley Chamber of Commerce

Service Employees International

Union Local 721

South Pasadena Democrats

So. California Association of
Non-Profit Housing

So. California Resource Center for
Independent Living

So. California Transit Advocates

Southwest Regional Council
of Carpenters

Stonewall Democratic Club

Teamsters Local 396

The Los Angeles Coalition

The Transit Coalition

The Wilderness Society

Tri Cities Democratic Club

UFCW Local 770

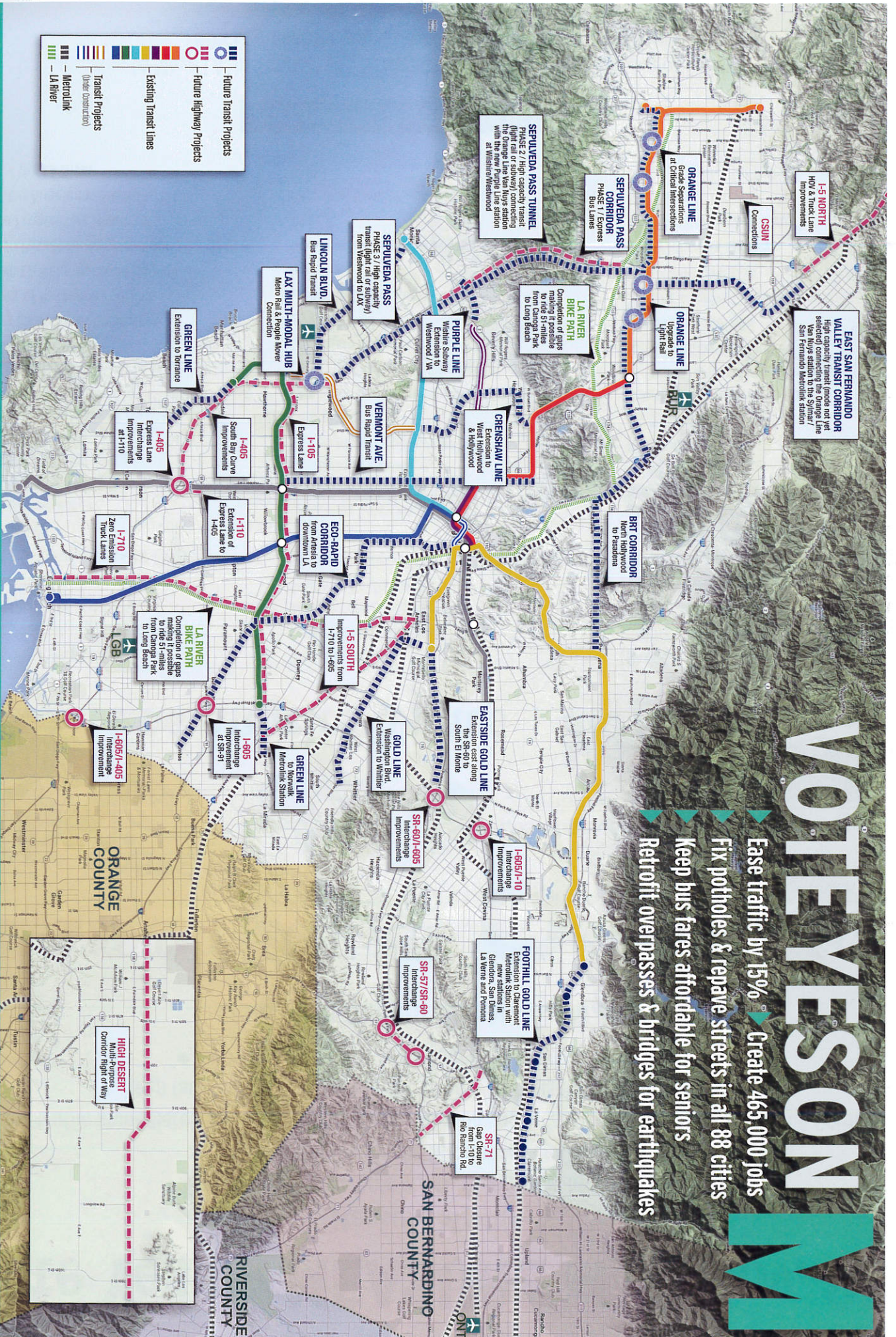
Westside Center for Independent Living

MORE INFORMATION: THEPLAN.METRO.NET

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HDR Engineering, Inc. & Jacobs Engineering Group, Inc.

VOTE YES ON M

- ▶ Ease traffic by 15%
- ▶ Create 465,000 jobs
- ▶ Fix potholes & repave streets in all 88 cities
- ▶ Keep bus fares affordable for seniors
- ▶ Retrofit overpasses & bridges for earthquakes



Future Transit Projects

Future Highway Projects

Existing Transit Lines

Transit Projects (Other Construction)

Metrolink






LA River

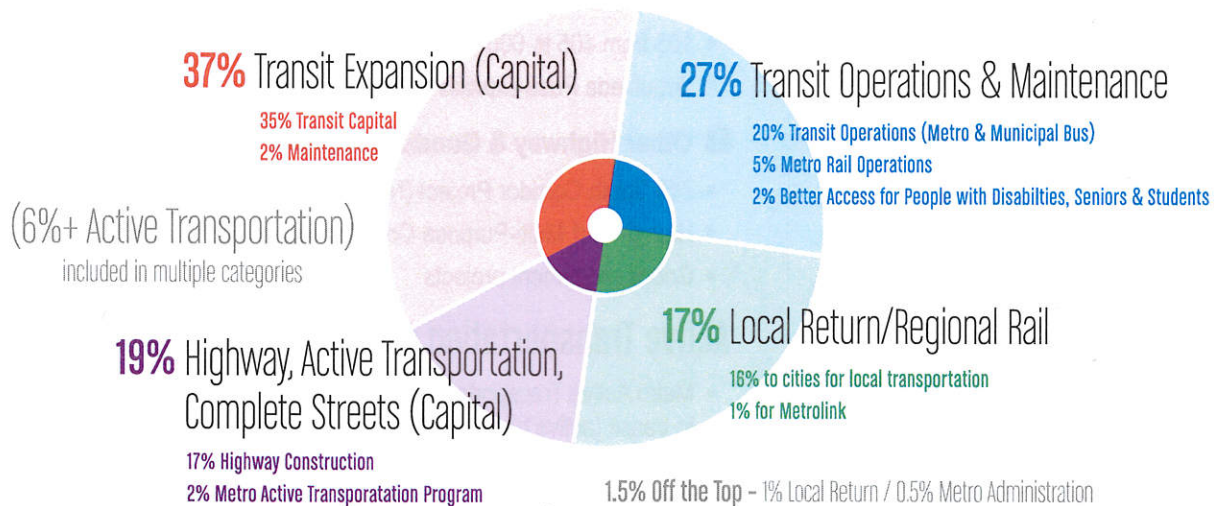
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Vote Yes on **Measure M** on Nov. 8! to Build a World Class Transportation System

LA COUNTY TRAFFIC IMPROVEMENT PLAN

ACHIEVING MULTIPLE OBJECTIVES

-  Reducing traffic congestion, reducing travel time and improving mobility
-  Improving our economy and creating jobs
-  Significantly reducing air pollution and greenhouse gas (GHG) emissions
-  Ensuring greater social equity and reducing environmental injustices
-  Enhancing access to jobs, education, services, amenities and open space in LA County



10-Year Comprehensive Assessment

- Changes can only be made every 10 years by a two-thirds vote of the Metro Board
- Metro Board can add projects if they don't delay other projects
- Cannot reduce the percentage of revenues going to transit capital, highway capital, transit operations or local return.
- Net revenue from projects to be spent in the same region on the same type of project
- No revenues can be spent on SR 710 North Gap Closure project

Enhanced Oversight

- Independent Taxpayer Oversight Committee of Metro
- 7 members with specified areas of expertise
- Annual financial & performance audit posted on the internet
- Serve for 5 years, subject to Metro's conflict of interest policies
- Funding can not be taken by Sacramento

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LA COUNTY TRAFFIC IMPROVEMENT PLAN

Expenditure Plan (Project List)

Transit Expansion

A Rail

- Complete the Metro connection to LAX Automated People Mover*
- Build the East San Fernando Valley light rail on Van Nuys Boulevard
- Extend the Foothill Gold Line from Azusa to Claremont
- Build both alternatives on Eastside Gold Line extension to South El Monte & Whittier*
- Extend the Green Line to Torrance
- Build the West Santa Ana Corridor/Eco Rapid Transit from Artesia to Downtown LA
- Build the Sepulveda Pass Corridor from Orange Line to Expo Line and LAX
- Extend the Crenshaw Line to the Wilshire Subway, West Hollywood and Hollywood*
- Extend the Green Line to Norwalk Metrolink Station*
- Convert Orange Line Bus Rapid Transit to light rail

B Bus Rapid Transit

- Upgrades and Improvements to Orange Line
- Build Bus Rapid Transit on Vermont Avenue from Red Line to the Green Line
- Build Bus Rapid Transit from the San Fernando Valley to San Gabriel Valley
- Build Bus Rapid Transit on Lincoln Boulevard from LAX to Santa Monica
- Other projects possible

C Subway & Streetcar

- Extend Wilshire Subway (Purple Line) from Century City to Westwood and to VA Hospital
- Build the Historic Downtown LA Streetcar & circulator projects*

Highway

A Highway Improvements

- 5 North from 14 to Lake Hughes Rd & 5 South from 605 to 710
- 71 Gap from 10 to Rio Rancho Rd
- 405 South Bay Curve
- South Bay Highway Operational Improvements
- North County arterials

B Interchange Improvements

- 605: at 60, at 10, and other hot spots
- 110 at 405
- SR 60/SR 57

C Express Lane Improvements

- 105 from 405 to 605*
- Sepulveda Pass express lane

D Other Highway & Goods Movement

- 710 South Corridor Project (NO funding for SR 710 North)
- High Desert Multi-Purpose Corridor right of way*
- Goods movement projects

Active Transportation (in transit & highway subfunds)

- Metro Active Transportation and 1st/last mile program connections to transit (active transportation: bicycle & pedestrian)*
- Active transportation programs in San Gabriel Valley, North County, Central City, South Bay, Westside, Arroyo Verdugo & Las Virgenes Malibu
- LA River Bike Path
- San Fernando City Bike Master Plan
- LA Safe Routes to School

*System Connectivity (in transit & highway subfunds)

- To modernize highway and transit that serves airports, seaports and central rail stations.
- Includes Metro Active Transportation & 1st/last mile to transit program; countywide bus rapid transit; seed funding for visionary projects, street car & circulator projects
- 4% of total (half from transit capital and half from highway capital)

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What's in it for low-income communities?

More Access for Students, Seniors & People with Disabilities

Measure M will dedicate about \$2.4 billion over 40 years to help older adults and people with disabilities live independently and for discounted transit passes for students. \$2.4 billion is a floor not a ceiling—and could be increased by the Metro board. Metro has also adopted a "Countywide Services for Older adults and People with Disabilities" policy that ensures Metro will consider the transportation needs of seniors before moving forward on projects. Metro is rolling out a new discounted student transit pass program this fall and funding from Measure M would enable the agency to engage more schools in the program, make the discounted pass available to more part-time as well as full-time students, and deepen the discount.

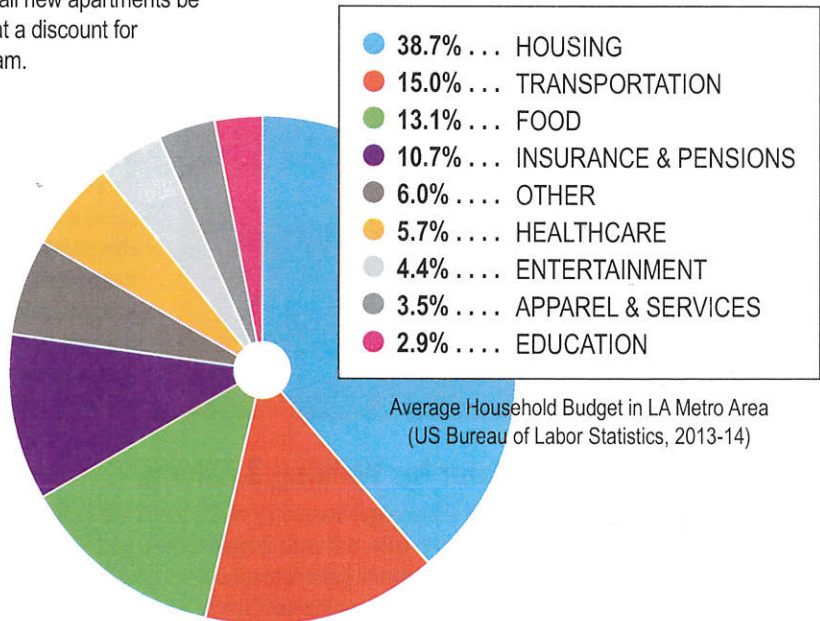
Local City Policies are the Key to Stopping Displacement & Gentrification

People living near transit should benefit from transit investments and not be pushed out of their neighborhoods. People matter. Neighborhoods matter. Communities matter. But with coastal California's housing crisis, that has been 30 years in the making, any improvements in low-income neighborhoods (transit, parks, bikeways, schools) are likely to attract private investors to the neighborhood. Although some places like South LA have been wooing such investment for years, when not properly harnessed it can lead to pernicious displacement. Most displacement is indirect and caused by rent increases. In some cities with rent control, like LA, such increases are often illegal, and enforcement is lax. We have the additional challenge that while LA Metro builds the transit, it's the cities that have the regulatory authority to address indirect displacement through rent control and land use controls. A ballot measure in the City of LA, called Build a Better LA, is aimed at changing LA City development policy so that workers building new apartments make good wages and some of the apartments are reserved for low income people. With respect to developing Metro-owned land, Metro's policy is for 35% of all new apartments be affordable to working people. In addition, Metro will sell land at a discount for affordable housing and has an affordable housing loan program.

Impact of Sales Taxes on Low-Income People

California doesn't tax the "necessities of life" – rent, utilities, food, prescription drugs, health care, transit passes, etc. Low income people in LA County spend most of their income on rent, utilities, and food – none of which are subject to sales tax in California. Surprisingly, residents pay only 42% of sales tax in LA County. Businesses pay the largest share (estimated at 55%). Tourists pay an estimated 4% leaving residents picking up the remaining 42%. This also makes the sales tax here less regressive than in other places. ("Sources of Sales Tax Revenue Collected in LA County," LAEDC, 2008). And, the money will be invested in transit services that are heavily used by low-income people

NO SALES TAX IN CA ON
Housing • Rent • Utilities
Transportation • Transit fares • Transit passes
Food • Food products not prepared or served in a restaurant
Health Care • Prescription medicines • Services from doctors and other health care professionals



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What's in it for low-income communities?

Keeping Fares Low & Service Expanding

Transit fares that are affordable to low-income people without cars is a huge transportation equity goal. When the state and federal governments cut transportation budgets, as they did during the last recession, LA Metro is left holding a half-empty bag and has to balance its budget with service cuts or fare increases, both of which hurt transit users. Measure M dedicates 25% of new funds to bus and rail operations so we can keep fares low and service expanding. Many people are not aware that LA Metro transit passes are good on both rail and buses. This is very unusual in the US and a great deal for low income people in LA County.

More & Better Connections . . .

. . . To Jobs

As Metro expands its bus and rail system, people can get to more places faster and at lower cost. For example, Expo Line now stretches through South LA to jobs-rich Santa Monica, but it also means people who live near the Red Line in Westlake, MacArthur Park or East Hollywood, can cut through the gridlock to get to jobs on the Westside. Service is also improving to other job-rich communities like Pasadena, downtown LA, San Fernando Valley, and LAX.

. . . To Educational Opportunities

It's expensive to own a car, and so it's important for students to be able to save money by taking transit. A few of the colleges located near rail or busway lines are: Cal State LA, USC, Valley College, Pierce College, Cal State Northridge, LA City College, Santa Monica College, LA Trade Tech College, Citrus College, and Pasadena City College. The subway down Wilshire to UCLA is under construction. As the system expands, more people living in more neighborhoods will have better transit access to higher education.

. . . To Recreation

An expanding bus and rail system also means better and more affordable access for more people to cultural events, museums, sporting events, parks and the beach. Called out in the measure is funding to close the gaps in the LA River Bike Path that will run 51 miles from the San Fernando Valley to Long Beach.

Creating Good Jobs for People in LA

Transit expansion creates new jobs. Right now we have 16,000 people at work building and operating new bus and rail lines. With LA Metro's Project Labor Agreement, the construction jobs are good jobs with benefits. LA Metro's Construction Careers Program requires that 40% of hours on construction be performed by people living in low income census tracts, and 10% of hours by disadvantaged workers.

10% of Hours Performed by
"Disadvantaged Workers"

A "Disadvantaged Worker" is someone whose income is below \$40,000/year and faces at least two of the following barriers to employment →

- Is homeless
- Is a single parent
- Receives public assistance
- Lacks a high school diploma or GED
- Has a history of involvement with the criminal justice system
- Has experienced chronic unemployment
- Is emancipated from foster care
- Is a veteran of the Iraq or Afghanistan wars
- Is an apprentice with less than 15% of the hours required to graduate to journey level

Streets that are Safer for Walking & Biking

Low income people are more likely to get around by walking and riding bikes. Measure M has significantly more funding to repair neighborhood sidewalks, add curb cuts, enhance bicycle routes, and improve connections to bus stops and rail stations. Investments from Measure M will make streets safer throughout the county, including improving access to rail stations, a Safe Routes to School program in Los Angeles and a Bike Master Plan in San Fernando City.

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