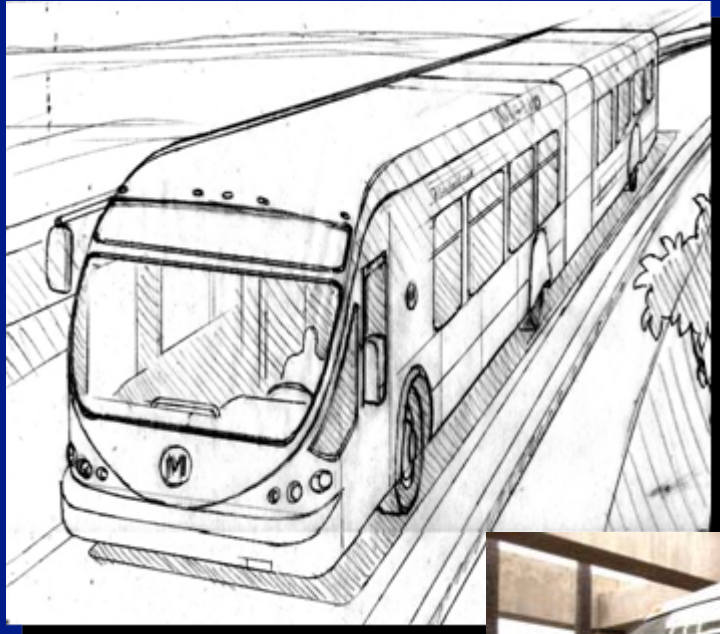


# Measure R Implementation and Communication Plan

June 18, 2009

# Measure R: Moving from concept to reality



- Implementation
- Communication



# 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.

# 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.

# 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

# 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

# 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





Measure R  
Public Information Plan  
Matt Raymond



**Metro**

June 2009



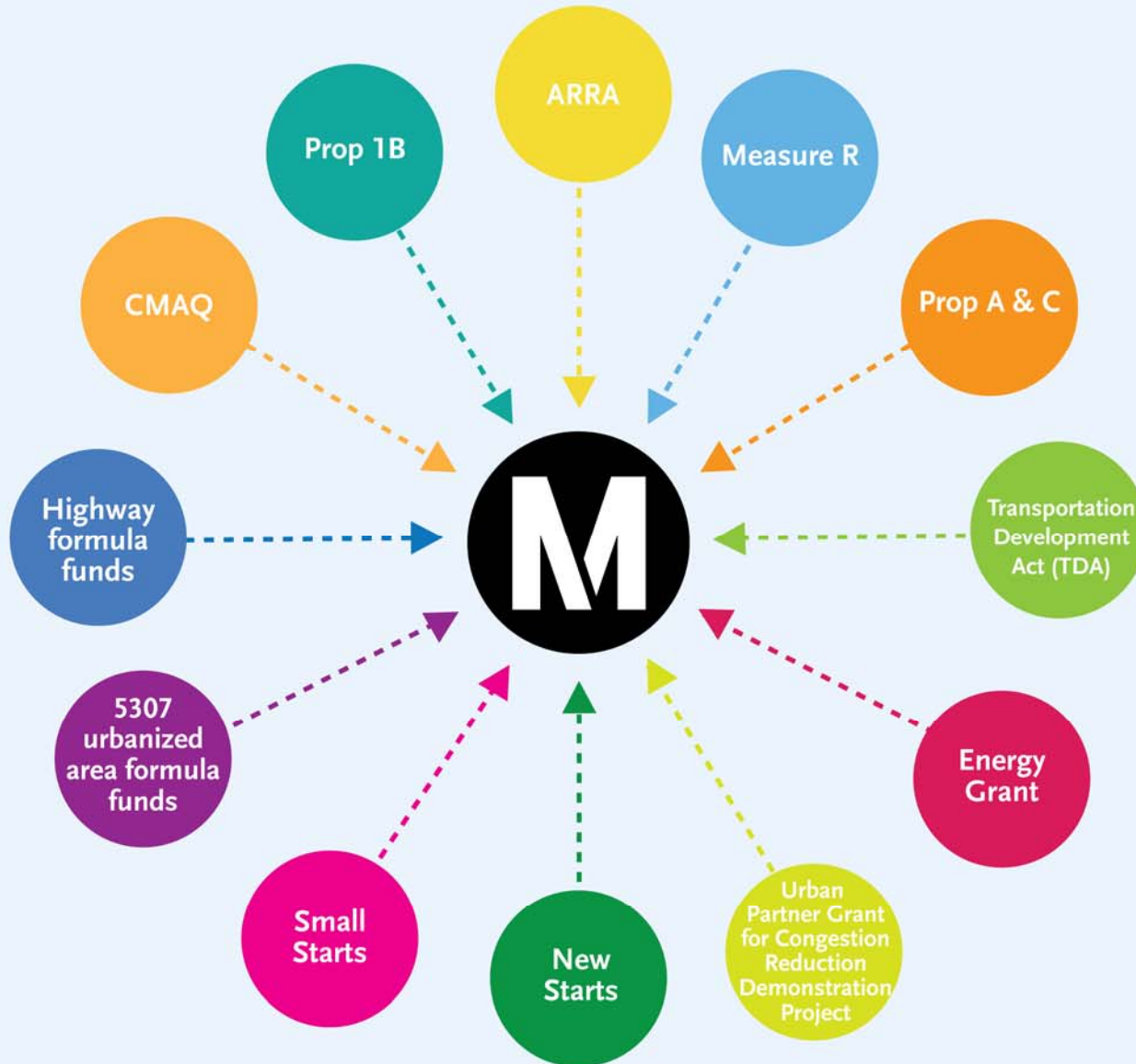
# Approach

- > 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

# Goals

- > Report on Measure R progress
- > Promote individual projects
- > Communicate comprehensive plan

# Various Funding Sources



# A Consistent and Cohesive System





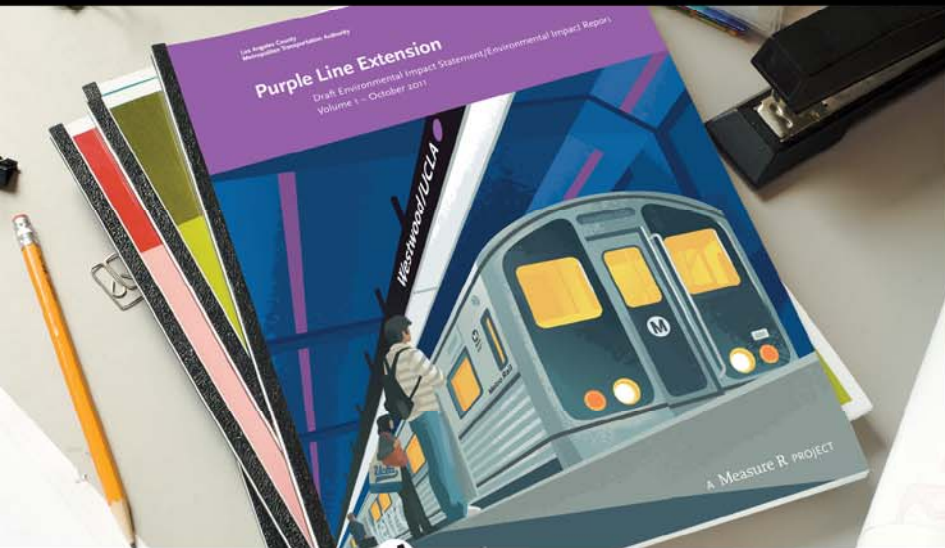
# Comprehensive Project Information



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?