



It's time to Move LA

- > **68:** percentage of voters that approved Measure R in November 2008.
- > **70:** approximate share of Measure R funds that will be used for public transit.
- > **79:** miles of new rail transit Measure R will build - more than double what currently exists.
- > **40 billion:** dollars Measure R will supply for LA County transportation over the next 30 years.

Move LA Works To:

- > Maintain ongoing dialogue and cooperation among business, labor, environmental and other constituencies.
- > Identify new funding opportunities for transportation at local, state and federal levels.
- > Ensure that countywide goals drive transportation decision-making.
- > Ensure that transit-oriented land use policies are fully integrated into transportation planning and implementation programs.
- > Support broad-based economic growth and job creation, as well as social and environmental justice.
- > Promote opportunities to expand the use of zero-emission transportation technologies and renewable power generation.



Move LA is dedicated to building a countywide coalition that promotes a robust, clean and efficient transit program while championing strategies to accelerate its development throughout Los Angeles County.

We work to enhance the quality of life for all Los Angeles County residents by:

- Relieving traffic congestion on roadways and expanding public transportation options.
- Growing the economy and providing badly needed short- and long-term jobs.
- Reducing greenhouse gases and minimizing pollution for improved air quality and public health.

Move LA regularly convenes leaders from **business, labor** and **environmental** constituencies for ongoing dialogue on key transportation issues at the local, state and national levels. We also encourage social justice, governmental, academic, student and faith-based groups to **voice concerns** and **propose plans** for achieving our goals.

No other organization has successfully brought together such a broad base to collaborate on improving Los Angeles County's transit program. Our objective is to help these core constituencies find **common ground** and **unified action** while facing our county's transportation issues.

I cannot thank you enough for your impassioned and successful advocacy for Measure R and your vigorous support for the 30/10 initiative. Your work to develop a broad coalition of business, environmental and labor organizations has been outstanding. We are building momentum and I believe that our message is being heard. I am confident that together we will put transit construction on a fast track.

- LA Mayor Antonio Villaraigosa



LA's Transit Challenge

Los Angeles County is one of the most important economic and cultural engines in the United States. It is also the most auto-dependent community in the nation, with the most congested highways and worst air pollution. Traffic is becoming increasingly severe while lack of public transit is negatively affecting our quality of life, prompting public outcry and legitimate worries about economic and environmental decline.

Concerns are heightened by the anticipation of 3 million additional residents expected to live in Los Angeles County within the next 30 years. Without a greatly improved public transit system, LA is unlikely to sustain its historic role as an economic leader and fulfill its responsibility to reduce greenhouse gases.

Measure R & the 30/10 Plan

In 2007, the Los Angeles County Metropolitan Transportation Authority (LA Metro) announced that without a new source of significant funding, no additional money would be available to address transportation needs for at least 30 years.

The subsequent "Traffic Relief and Rail Expansion Ordinance," otherwise known as Measure R, was placed on the November 2008 ballot by LA Metro and promoted by the Move LA coalition through a wide-reaching, successful campaign. The result: voters approved a ½-cent sales tax increase that will provide LA County's transit program with a 30-year revenue stream of an estimated \$40 billion, about 70% of which will be used for public transit.

Actions are now underway to seek federal support for the 30/10 Plan, which will allow all Measure R transit projects to be completed in 10 years instead of 30. It calls for a low-interest federal loan to LA Metro, secured and repaid by Measure R dollars. The plan is gaining attention as an innovative concept that will satisfy the need for transit funding and jobs without increasing the federal deficit.

Our Vision for the Future

Imagine a future free of traffic congestion, air pollution and economic stagnation. As a result of Move LA's work, Los Angeles County's transit program now has an entirely new and vastly more hopeful future, which will improve the quality of life for all residents and put us well on our way toward making that imagined future a reality.

But Move LA's vision doesn't stop there. Through strategic planning, collaboration and public investment, Move LA's creative leadership intends to expand its capacity and take on the challenge of effecting profound positive change beyond Los Angeles County. Imagine if we could *move California*.





Denny Zane *Move LA Executive Director*

Move LA Executive Director Denny Zane has significant experience in political and community organizing, as well as in land use, transportation and air quality policy. He is a former council member and mayor for the City of Santa Monica, and a well-respected leader lauded for his ability to successfully convene business, labor and environmental groups.

In the 1980s, Zane initiated one of California's earliest and most successful examples of mixed-use urban redevelopment: the Third Street Promenade in Santa Monica. As Executive Director of the Coalition for Clean Air, during the 1990s, he led efforts to ensure the use of clean, natural gas buses at LA Metro.

In 2007, Zane created Move LA to unite a broad base of business, labor and environmental constituents to raise support for innovative transportation solutions in Los Angeles County. He has assembled a committed, passionate staff and board, and continues working tire-lessly to realize Move LA's goals.

Please Join Us!
Together, we will get LA moving.
To get involved, visit
www.moveLA.org *and look for:*

- > Steps you can take right now.
- > Ways to donate and sponsor events.
- > Volunteer opportunities.
- > Reports on current initiatives and past activities.
- > Upcoming events.
- > News bulletins and helpful links.
- > Contact information.



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