

How to pass a mega transportation measure: LA County's Measure M lessons learned

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In November 2016, LA County passed 'Measure M' -the Los Angeles County Traffic Improvement Plan. It created a sales tax to fund the building and expansion of the Metro Rail and bus rapid transit networks, bike and pedestrian infrastructure, first/last mile connections and more. LA County built a broad coalition of supporters to win support for the measure, which won 71% approval when put to public vote – more than the two-thirds it required. Measure M was expected to generate US \$120 billion in revenue over the next four decades.

In this report, LA Metro tells the story of how LA County passed the measure, at each step providing lessons for other transportation authorities and municipalities:

- The background to the measure including learning from past failures.
- Building the political framework, project list and enabling legislation.
- Listening to the public and developing a messaging platform.
- Performance metrics for the projects.
- The draft plan and feedback from the public.
- How it was tweaked for the final plan.
- The language used on the ballot.
- How the coalition was built.



- The public campaign itself, including how it was funded, how it touted job creation and the campaign ads.
- Educating the public, including effective touchpoints and the use of political champions.

As part of the campaign, LA Metro's Measure M map demonstrated to the public how their money would provide benefits across LA County, including 40 major transit and highway projects over 40 years:



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